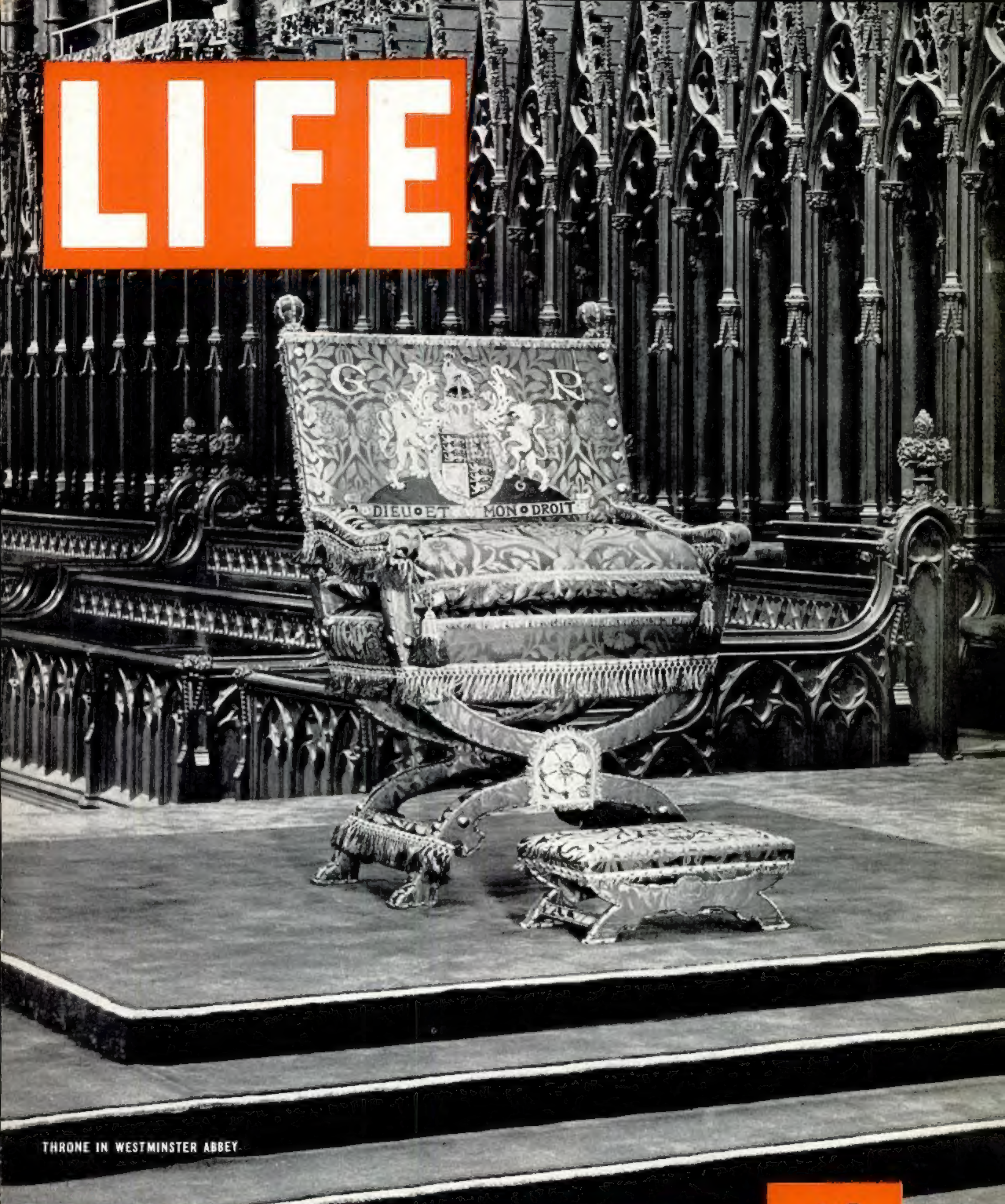


LIFE



THRONE IN WESTMINSTER ABBEY

MARCH 15, 1937 **10** CENTS

STOP
AND GO
ALL DAY—
EVERY DAY



4 out of every 5 miles
you drive are **STOP-and-GO**

STOP-AND-GO—it's the costliest kind of driving you do! Your 30 daily stops and starts can waste enough gasoline to drive 10 miles!

To cut this waste, Shell engineers have developed a way to balance gasoline. This "balancing" process, by rearranging its chemical structure, makes Super-Shell "digestible" for your motor, just as cooking makes food digestible for you.

"Motor-digestible" is the best way to describe this gasoline.

Your motor at all times gets the *full* benefit of Super-Shell's *high energy content* . . . you get the savings!

On sale from coast to coast. There's a Shell station in your neighborhood.

SUPER-SHELL



HAPPY PLYMOUTH OWNERS ARE MONEY AHEAD!



FREWHALL toured Europe, Canada, the U.S.A., in a Plymouth...climbed the Alps 7 times. In that time, "Didn't spend a cent on repairs!" he says. Certifies Plymouth the most economical car—on every upkeep item—of ALL HE'S DRIVEN.

BECAUSE Plymouth's Upkeep Cost is Lowest of "All Three" Low-priced Cars—and higher Resale Values prove PLYMOUTH Stands up Best!



AND WITH PLYMOUTH you get brilliant **POWER** and *performance* as well as **ECONOMY**. Aluminum alloy pistons with four rings...and high compression...get **MORE** from gas.

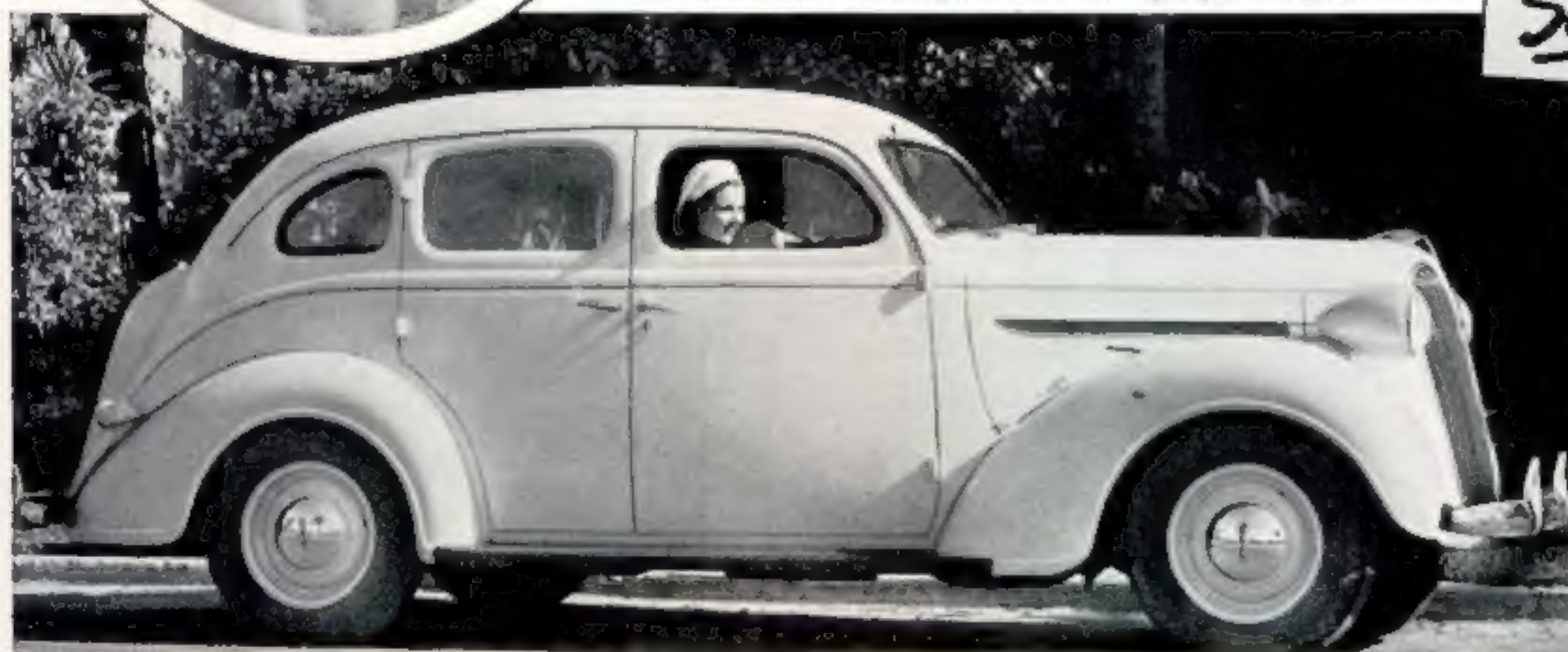
(Left) **"AMAZING OIL ECONOMY,"** say countless Plymouth owners. This is due to full-length water jackets...directional circulation...oil filter. Owners report 18 to 24 miles per gallon of gas!



THESE PICTURES show how Plymouth owners save money on tires—repairs—gasoline—oil!

FOR COMFORT—new airplane-type shock-absorbers...scientific sound-proofing...Floating Power engine mountings. **AND FOR SAFETY**—100% hydraulic brakes...all-steel body...Safety Interior.

Plymouth owners *spend less...get more!* It's the car that stands up best. **PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.**



PRICED WITH THE LOWEST—Today, you'll find Plymouth is priced with the lowest...and offers very convenient payment terms. The Commercial Credit Company has

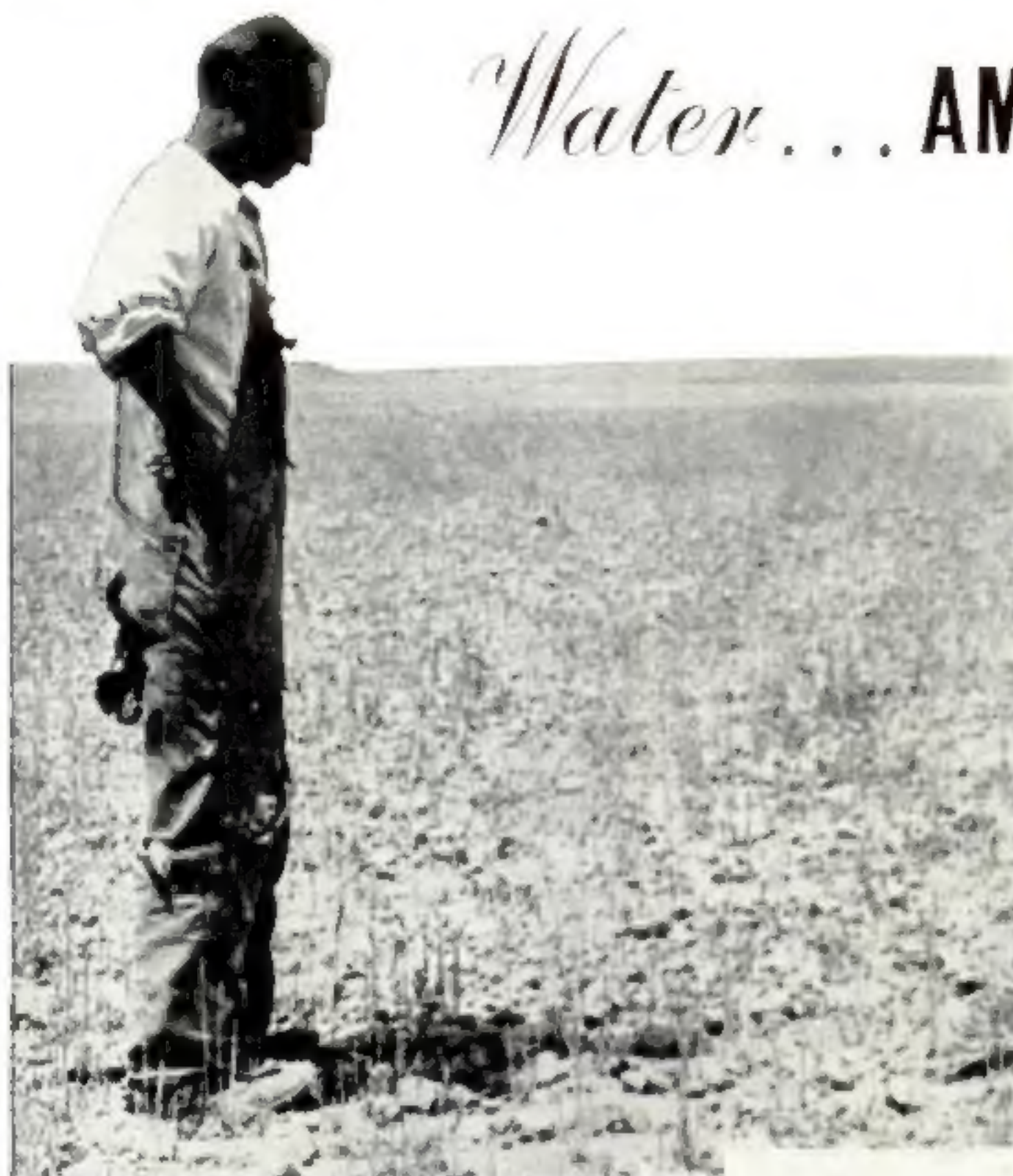
made available—through Chrysler, De Soto and Dodge dealers—terms which make it easy to buy—and enjoy—a new Plymouth *today*. It's the car that stands up best!



PLYMOUTH'S brakes are double-acting, 100% hydraulic. Equal pressure applied on all four wheels—gives sure, safe stops. Save tire wear.

PLYMOUTH BUILDS GREAT CARS

Water... AMERICA'S HEADACHE



Over much of America, water is distinctly a headache. In vast areas the rainfall is scanty and uncertain.



Other sections, swept by periodic floods, suffer from too much water.



THE
PERMUTIT
COMPANY

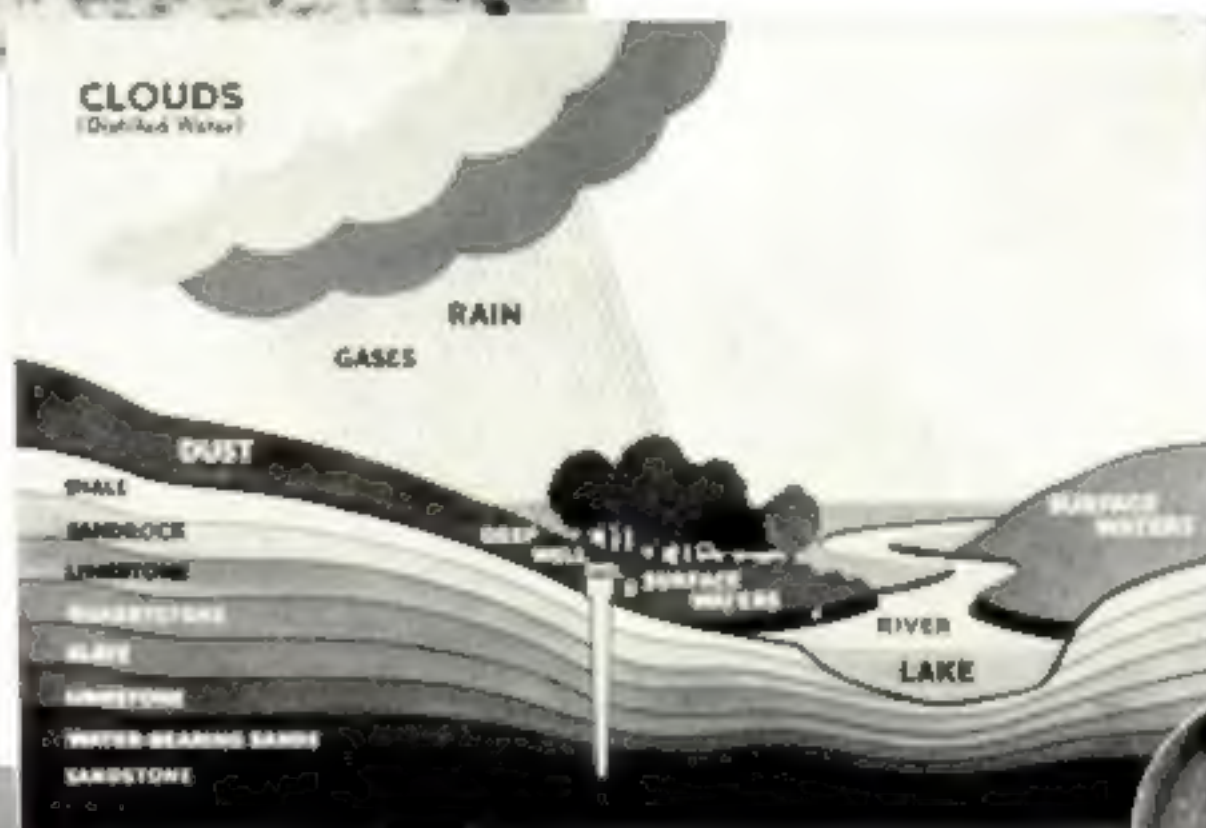
Dept. L., 330 West 42nd St., N.Y.C.

Please send me copy of free booklet,
"The Magic of Wonder-Soft Water."

Name _____

Address _____

City _____ State _____



And nearly everywhere in the U. S., the water supply is unsatisfactory because of underlying beds of limestone. Rainwater, percolating through earth and rocks, becomes hard by the time it reaches wells, springs and rivers.

Costly result of hard water is the scale which chokes pipes... heaters... boilers.



Millions of Americans have never experienced such a sudsy bath as the girl in the picture is enjoying. One of hard water's vices is its refusal to cooperate with soap in forming lather. Instead, the lime salts react with soap to form a sticky, stubborn curd which clings to tub, hair, skin, textiles, china, glassware.



FROM hard-water woes, "bath salts" and compounds give only partial relief. Real remedy lies in water conditioning. A Permutit Water Softening unit, connected into supply pipe, removes every bit of hardness. Costs about two cents a day to operate. Saves its cost in soap, cleaning, longer life for washable clothes and linens. Write for free booklet, "The Magic of Wonder Softened Water." The Permutit Company, 330 West 42nd St., New York.

Permutit Water Conditioning

Why these 53 Great Artists are Offering their *Original, Signed Etchings* for Only \$5 Each



"TIP OF MANHATTAN"—Original Etching by Nat. Lowell
Plate size: 12¼" by 10½"



"WHALE HUNT"—Original Lithograph by Gordon Grant
Plate size: 10" by 9"



"BATHERS"—Original Etching by John Costigan
Plate size: 12" by 9"

IN every cultured American home may be found representative works (often first editions) by our great writers. Yet in how few of these same homes will one find original works of our great American artists!

WHY? Possibly because, between the artist and his public, there has been no generally well-known agency for the wider dissemination of his work. But now, a new project brings the finest originals of 53 foremost American artists directly to the attention (and within easy financial reach) of those who will appreciate them most.

These famous artists—including John Costigan, Thomas Benton, John Stuart Curry, Peggy Bacon, Eugene Higgins, Raphael Soyer, George Elmer Browne—have created works of art purchased by the leading museums and galleries of the world. As members of Associated American Artists they are now making it possible for a greater number to enjoy ownership of what they have studied so long and worked so hard to create.

Through the medium of an illustrated catalogue, which will be sent to you without cost, you may choose (right in your home) genuine, signed, original etchings and lithographs by these men and women whose signatures on many works of art are valued at hundreds, even thousands of dollars.

Why the Price Is So Low

The fact that the uniform price of each of these signed originals is only \$5.00 naturally seems incredible to most people. But it must be understood that this very factor of inexpense is an integral and vital part of the program itself.

Any art collector can tell you that these originals regularly would sell for \$18, \$36 and up, but these artists are deliberately sacrificing to stimulate the interest of thousands, so that

American Art, as represented by themselves and by future generations of artists, will widely benefit in the years to come. It is a cause worthy of their sacrifice.

And it is an outstanding opportunity for *YOU*—for art of such high quality at so low a price is a shrewd investment for the future.

All Are Of Museum Quality Some Are Prize Winners

The edition of each original etching or lithograph offered through this program runs from 100 to 250; never larger. When this edition has been made, the plate is destroyed—regardless of how popular the subject may be, or how greatly the work has already increased in value.

Each original bears the individual signature of the artist—the strongest testimony that each work is perfect in every respect.

These are not small renderings. Sizes are generous, averaging 8 by 11 inches. Several are much larger. All are attractively mounted in mats averaging 14 by 18 inches. Biographical data concerning the artist are attached to every work.

Many of the originals offered in the past few months have doubled and tripled in value. More than a score of art museums and hundreds of collectors have obtained works through this new movement. In addition to five prize winners, four in this group have just been selected by leading art critics as among the "outstanding works of the year."

All works of art are sent to you with the understanding that they may be returned (and your money refunded) if you are not in every way delighted.

List of Artists Participating

Peggy Bacon
Loren Barton
Thomas Benton
Alex Blum
Arnold Blanch
Alexander Brook
George Elmer Browne
Alice S. Buell
Philip Cheney
Jon Corbino
John Costigan
John Stuart Curry
Lewis Daniel
Adolf Dehn
Christian Dull
Churchill Ettinger
Ernest Fiene
Don Freeman
Gordon Grant
(Lithographs only)
Thomas Handforth
William Heaslip
Albert Heckman
Eugene Higgins
Morris Henry Hobbs
Irwin Hoffman
Peter Hurd
Moses Hyman
Philip Kappel
Andrew Karoly
Robert Lawson
Doris Lee
Luigi Lucioni
W. R. Locke
Louis Lozowick
Nat Lowell
Margaret Manuel
Joseph Margulies
Ira Moskowitz
Jerome Myers
Frank Nankivell
H. A. Obersteuffer
Frederick L. Owen
Roselle Oak
Henry Pitz
Charles E. Pont
Andree Ruellan
Margery Ryerson
George Shorey
Raphael Soyer
Louis Szanto
Keith Shaw Williams
Alfredo Ximenez
C. Jac Young

Free Illustrated Catalogue

An interesting Catalogue has been prepared, illustrating the many marine, landscape, character, sporting and nature subjects now available, and containing biographical data on each artist's career and awards.

You will enjoy going through this Catalogue. As Eleanor Jewett, Art Critic of the Chicago Tribune, says: "Every work seems to be clamoring for a place in your portfolio or on your wall. If you can resist buying them at their extraordinarily low price you have marvelous self-control."

Send only ten cents in stamps to cover mailing costs, and a copy of this Catalogue will be sent to you at once.

ASSOCIATED AMERICAN ARTISTS
Studio 563, 429 Madison Avenue
New York, N. Y.

ASSOCIATED AMERICAN ARTISTS,
Studio 563, 429 Madison Avenue, New York, N. Y.

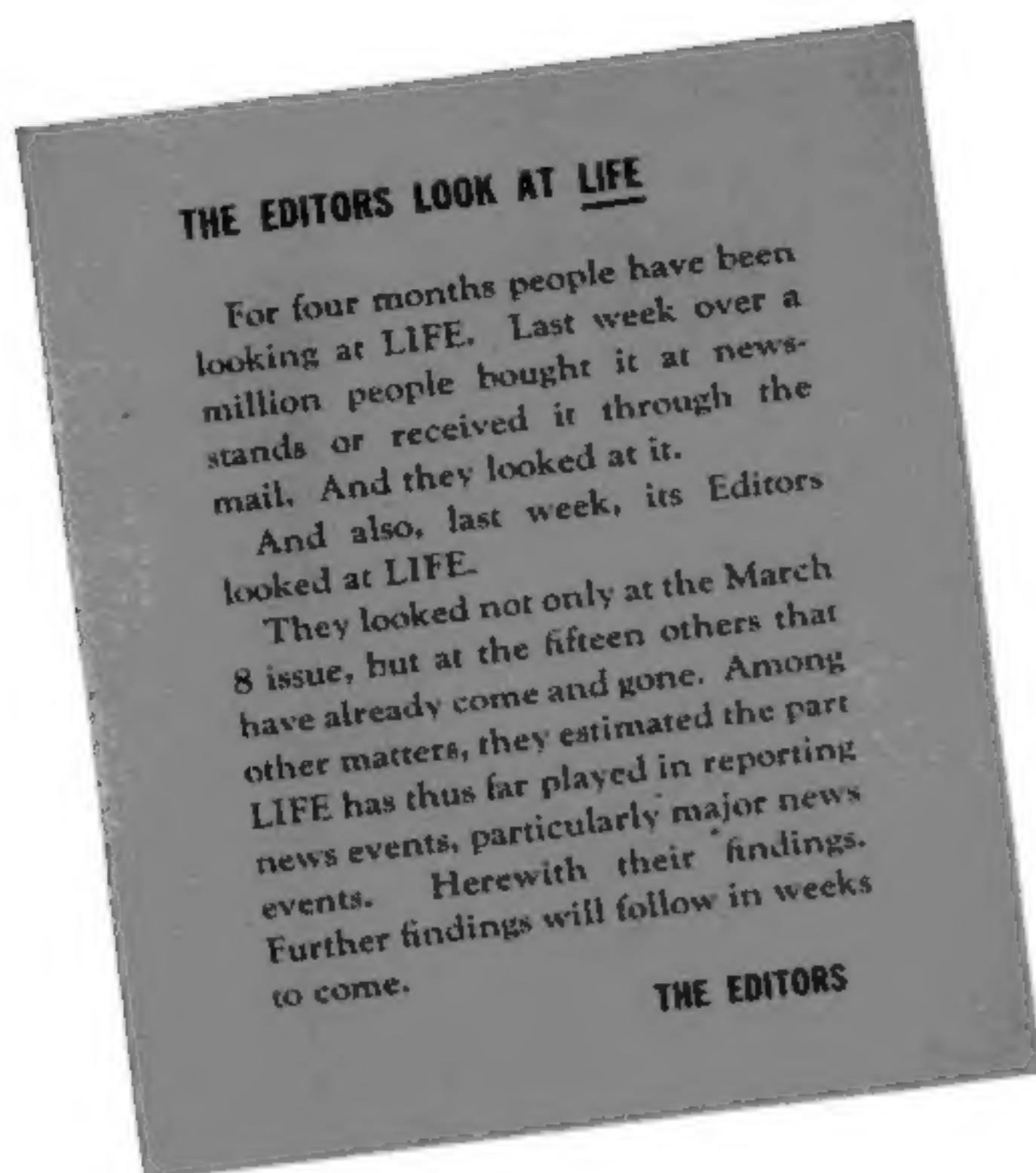
Gentlemen: Please send me the FREE Illustrated Catalogue of signed, original etchings and lithographs by the 53 distinguished artists listed above, which are now being offered for only \$5 each. I enclose 10c to cover costs of postage and handling.

Name.....

Address.....

City..... State.....

LIFE AND THE NEWS



In the four short months since LIFE began, a King Emperor abdicated; the most powerful individual in Asia suffered the most extraordinary kidnapping in history; a triumphant President of the United States travelled 20,000 miles via Buenos Aires to his inauguration in a downpour.

Russia got a new constitution and executed another batch of its most famous men; the House of Orange arranged for an heir; the Supreme Court of the United States was made to feel its age; a record-breaking flood swept down the Ohio; and America was introduced to something newer than swing-music—the Sit-Down-Strike.

These and a dozen other events of more importance, or less, made Big News Stories. Not all of them made notably Big News-Picture Stories. But some

did. In a few cases the biggest news-stories were primarily Big News-Picture Stories. And in nearly every case some part of the big story was told more eloquently in a few pictures than in a thousand words.

LIFE is the only serious journal which devotes itself to the art of communication-by-pictures. As such, LIFE finds itself increasingly occupied with the major events of contemporary history.

In LIFE's short life, the most striking example of collaboration between news and pictures was perhaps the Sit-Down-Strike. Here was a new phrase in Labor's vocabulary, a new tactic in its battle. What the Michigan Sit-Downers looked like when they sat, how they looked the first day—the twenty-ninth day—how they hung out of factory windows to chat with friends and family, how they slept, ate, shaved, didn't shave—in most people's mental memory there was nothing to draw on for the answers. LIFE thus supplied a whole set of new visual data, which became for all time part and parcel of its reader's personal horde of images. And people liked it, wanted it—"to see life, to see the world, to eyewitness great events. . . ."

And there was The Flood. But there had been floods before. There was the Johnstown-Pittsburgh Flood a year ago—and it made some good pictures. But between the Flood of 1936 and the Flood of 1937, there was a ten-year advance in picture-journalism—one of those sudden leaps which occur in the development of every art or technic. Compared with the visualization of this year's flood, last year's flood was hardly seen at all. This forward-leap was mainly a credit to newspaper-picture-services. But only in LIFE was the full effect of this new reportage visible.

News-picture-services join with LIFE in promis-

LIFE — LIFE — LIFE — LIFE — LIFE — LI

ing that the next flood will be even more effectively visualized. And LIFE predicts that when a few more floods are properly reported by pictures, America will decide that *there shall be no more floods*.

One more example from these four months. Chiang Kai-shek, overlord of 400,000,000 Chinese was kidnapped. It turned out that the kidnapping had really very little to do with the kidnapper; it had everything to do with a vast mysterious roving military society called The Chinese Communists. Almost nothing precise and definite had been known about this extraordinary nation-within-a-nation until LIFE published completely documented pictures of them—their male and female leaders and their way of life. Chiang Kai-shek's eventual *deal* with these people is the most important Asiatic event within a year.

★ ★ ★

Looking backward through four months, LIFE finds no need to force a pictorial quality into the news by sheer willpower or photographic sleight of hand. Some important news is not essentially pictorial now and never will be. But so much of the history of our times demands a telling-by-pictures that the problem is how to get it all into the big pages of LIFE. And as the art of communication-by-pictures improves, this problem will become greater.

Already the amount of News-Picture Stories which LIFE has tried to cope with adds up to a sizeable quantity of the world's news-events. A quantity comprehensive enough so that some mythical LIFE reader set off on a desert island without newspapers, radio, telephone, or other means of communication, might have got, from LIFE alone, a fair idea of what was going on in the world.

LIFE — LIFE — LIFE

RANDOM NOTES ON SOME OF THE BIG HEADLINE STORIES WHICH LIFE RECORDED

★

FLOODS SWEEP OHIO VALLEY

The first flood in history to be adequately pictured. The best work of 50 cameramen was brought together in LIFE. And the next flood will be pictured even better.

KING EDWARD VIII ABDICATES

A LIFE picture inspires a three column article in THE NEW YORKER.

COMMUNISTS KIDNAP CHIANG

LIFE publishes the first completely documented pictures of The Chinese Communists.

MICHIGAN PRESENTS THE SIT-DOWN

Harry Hansen, famed critic, is grateful because LIFE showed him a sit-down.

37,000 SEAMEN STRIKE

The Seamen tell their troubles in their own pictures in LIFE. A great ship-owner comes right back in LIFE with his pictures of fine living conditions.

JULIANA MARRIES

Only Dr. Erich Salomon got inside the Royal Dutch Palace to record for LIFE the queenly gaiety provided by Wilhelmina.

VASSAR SETS STYLES FOR MILLIONS

Macy's splashes out with advertisements that it will sell all the clothes depicted in LIFE's Vassar article.

POPE PIUS NEAR DEATH

Never before were all the Princes in the Church assembled in one place until LIFE presented a portrait gallery of the 66 Catholic Cardinals.

BRITAIN'S NOBLE BEAUTIES PREPARE FOR CORONATION

CAVALCADE of London reprinted LIFE's picture story to show Englishmen what Americans think of pretty Englishwomen.

"FIGHT CANCER WITH KNOWLEDGE"

LIFE enlists under this motto, and Dr. C. C. Little, famed scientist and Managing Director of the American Society for the Control of Cancer writes:

"...FORTUNE, TIME, The MARCH OF TIME and LIFE... have advanced the cause of cancer educational work more successfully than any other influence during the past twenty years."

SPEAKING OF PICTURES . . .

Candid night at College Inn brings out dozens of photographers like those below. They take over the club, provide as good a show as paid performers. To accommodate them, the cigarette girl sells flash bulbs, spotlights are made brighter, a step-ladder is handy for trick shooters. Guest photographers have included a strip teaser, a round-the-world flyer, a corn flakes magnate.



THIS IS A CANDID CAMERA PORTRAIT OF A CANDID CAMERAMAN HAVING THE TIME OF HIS LIFE

The man above is taking a candid camera picture at the College Inn, night club in Chicago's Hotel Sherman. Every Monday night, the Inn's management invites guests to bring their cameras and take pictures of anything they wish. A typical candid free-for-all is shown on these pages. The College Inn on a candid night is a fine place to see the candid addict at his most rabid as he "shoots" the chorus girls, the acrobats, the singers, the blackface comedians and

the audience in general. It is an equally good place to see the new facial expressions the candid camera has brought to America. The man above, with his mouth twisted as if with distaste at what he sees in his finder, illustrates the *reductio ad absurdum* that candid camera achieves: the turnabout by which the candid photographer, in taking curious expressions on other people's unguarded faces, makes his own face the perfect candid camera subject.

... THIS IS A CANDID FREE-FOR-ALL



Seventh heaven for candid fans is the chorus girl's dressing room (*above*) at College Inn where photographers are permitted to snap everything in sight.



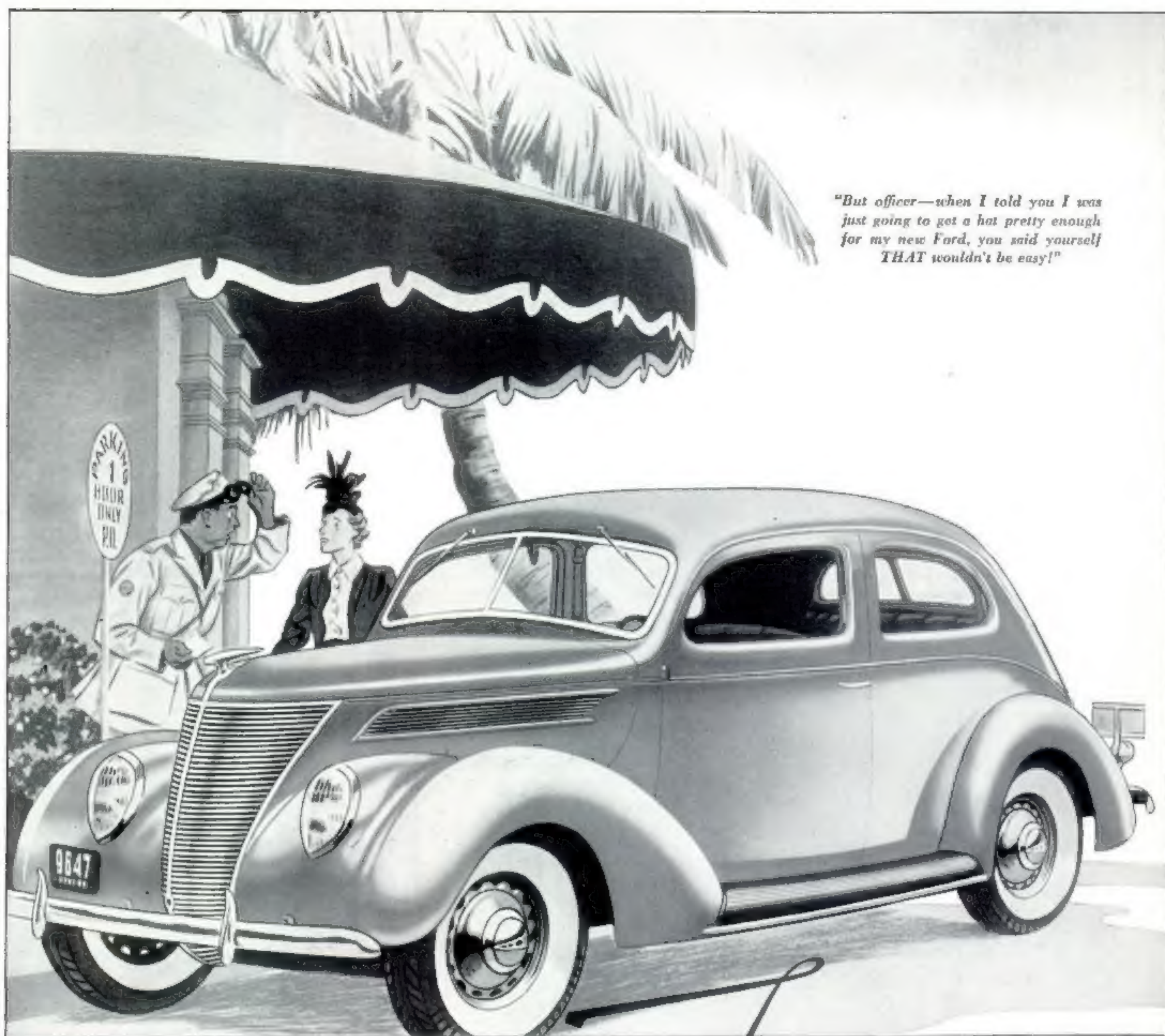
A sample of the pictures taken is at the left. For best pictures, the management gives weekly prizes of free dinners.

All over the place, creeping and squatting and crawling, the candid fan roams. The six below are besieging Negro tap dancers during the floor show.



Always a good subject for a candid fan is a picture of another fan. The man on the floor (*above*) taking movies of the chorus is in turn being taken by the fan at the table.





"But officer—when I told you I was just going to get a hat pretty enough for my new Ford, you said yourself *THAT* wouldn't be easy!"

**DISTINCTIVE BEAUTY
BORN OF USEFULNESS**

Ford V-8
FOR 1937

TODAY'S world wants beauty born of usefulness . . . form that follows function . . . lines both pleasing and practical.

By such modern standards, the 1937 Ford V-8 is unmistakably beautiful. It's wide, low, roomy. No horns, headlamps or spare tires break its smooth, clean curves. Every detail, inside and out, contributes to its simple, distinguished design.

There's beauty of another kind in its fine



materials, precision workmanship, faithful service. And there's beauty in its budget figures too!

Both the improved 85-horsepower V-8 engine and the new 60-horsepower V-8 engine provide smooth performance with economy. In fact, the "60" engine, optional in five standard body types, makes possible the lowest Ford price in years and the greatest gas mileage ever built into a Ford car.

SPEAKING OF PICTURES

(continued)



Chorus girls don't mind the invasion of their dressing room. They go right ahead with their dressing or undressing, amiably let the fans take shots from any angle.



Most popular subject is the male octet which offers a prize for the best picture of itself. Girls, offering only their charms, run the octet a close second.



The candid widow is a new phenomenon at the College Inn. These deserted ladies sit alone while their escorts go off with a spare camera for a flashlight shot.

Now Shave— Without Scrapping Skin with Razor



**NOT GREASY
NO BRUSH
NEEDED
WON'T CLOG**

**New-type shave cream forms a thin film
between razor edge and face...allows blade
to shave closer without scrapping the skin...**

THE outer skin on your face is made up of tiny scales—like the scales on a fish.

Unless these scales are softened by a rich, heavy cream, your razor's sharp edge may catch and scrape. This often causes sore spots—ingrown hairs.

A new-type shave cream has now been developed that forms a thin film between your razor and your face. Over this film your blade glides—swiftly, smoothly—never scrapes or ir-

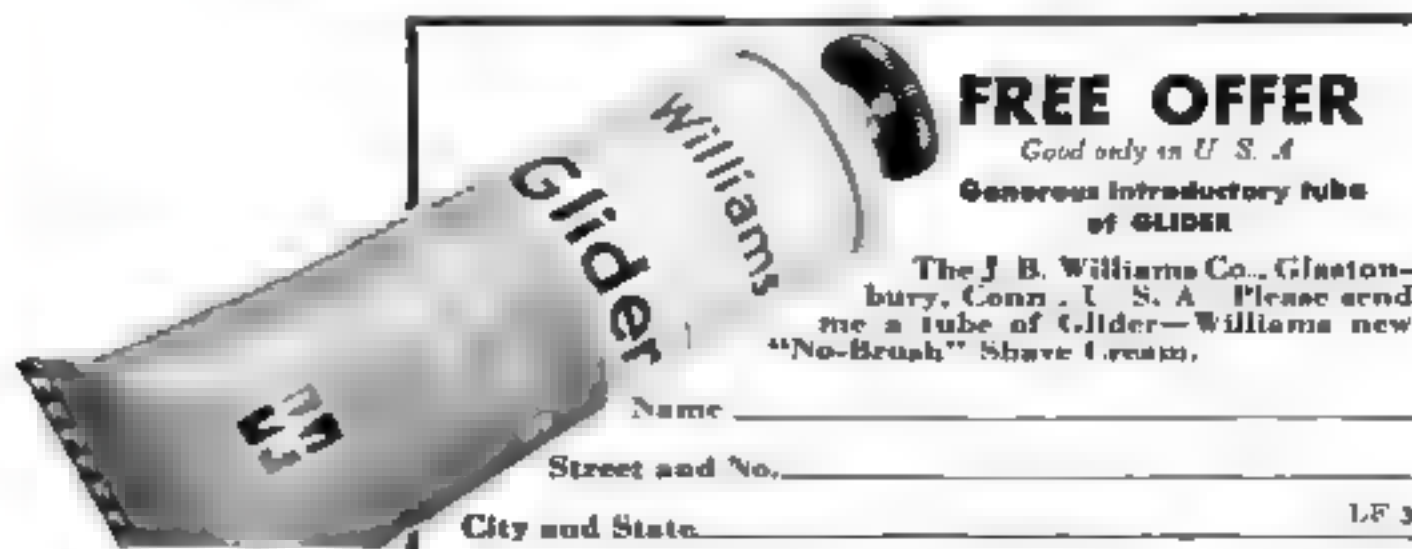
ritates. This new shave cream is called GLIDER. You spread it on with your fingers—never use a brush!

GLIDER softens the scaly outer skin—allows the blade to cut whiskers off at the base—without pulling or tearing the tender surface of your skin.

Try GLIDER today. Its soothing action leaves your face smooth and fresh—not greasy or sticky. It won't clog your razor. You'll find sore spots will soon disappear.

Aqua Velva for after shaving

Williams famous after-shaving preparation—closes skin pores—fights off pimples, sore spots—gives your face that clean, cool, "air-conditioned" feeling.



FREE OFFER

Good only in U. S. A.

Generous introductory tube of GLIDER

The J. B. Williams Co., Glastonbury, Conn., U. S. A. Please send me a tube of Glider—Williams new "No-Brush" Shave Cream.

Name _____

Street and No. _____

City and State _____

L.F. 3

To "Alkalize" Acid Indigestion Away FAST

PEOPLE EVERYWHERE ARE ADOPTING
THIS REMARKABLE "PHILLIPS" WAY



Signs Which Often Indicate "Acid Stomach"

PAIN AFTER EATING SOUR STOMACH
INDIGESTION FEELING OF WEARINESS
NAUSEA SLEEPLESSNESS
LOSS OF APPETITE MOUTH ACIDITY
FREQUENT HEADACHES

On all sides, people are learning that the way to gain almost incredibly quick relief, from stomach condition arising from overacidity, is to alkalize the stomach quickly with Phillips' Milk of Magnesia.

You take either two teaspoons of the liquid Phillips after meals; or two Phillips' Milk of Magnesia Tablets. Almost instantly "acid indigestion" goes, gas from hyperacidity, "acid-headaches" — from over-indulgence in food or smoking—and nausea are relieved. You feel made over; forget you have a stomach.

Try this Phillips' way if you have any acid stomach upsets.

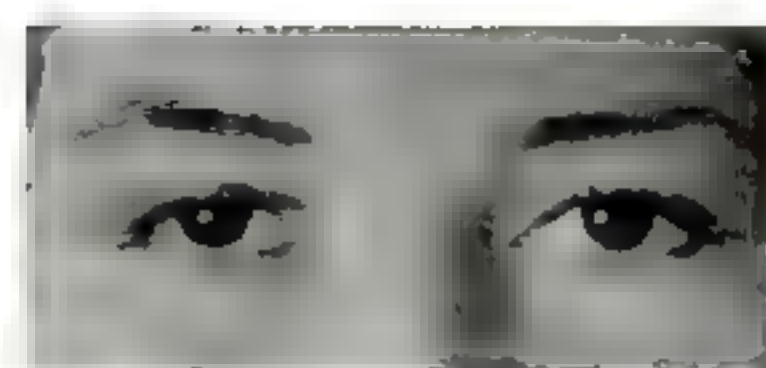
And try it particularly, for quick relief, if you are using a less natural or less effective alkaliizer. You will be surprised at results. Get either the liquid "Phillips" or the remarkable, new Phillips' Milk of Magnesia Tablets. They're delightful to take and you can carry them in your pocket or purse. Each tablet equals a teaspoon of the liquid form. Only 25¢ for a big box at drug stores.

PHILLIPS'

MILK OF
MAGNESIA



THESE EYES



SAW TWICE AS MUCH



ON A TRIP TO CALIFORNIA

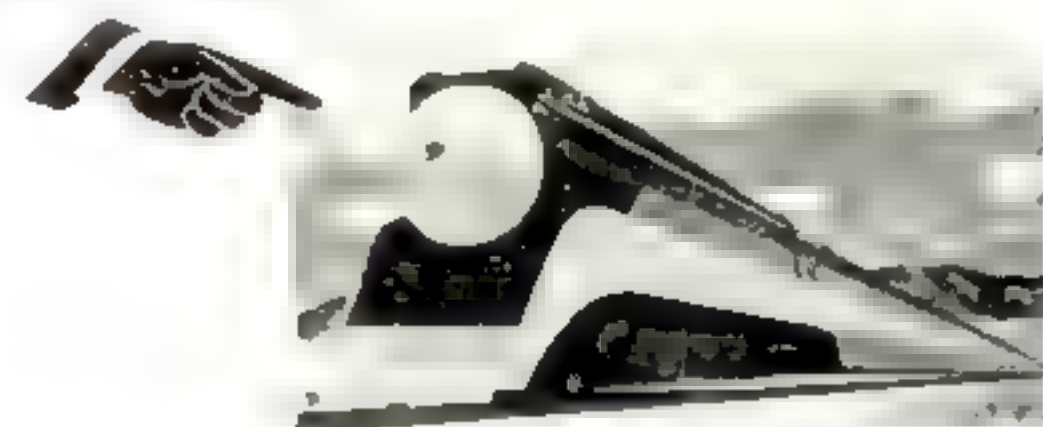


THIS WAY



THE LITTLE MAP shows Southern Pacific's Four Scenic Routes to California. (A) Choose any two for your round trip. (B) Go to California on one and return on the other. (C) Result: You see a different part of the United States each way. You see twice as much of the West. And from most eastern and mid-western cities this DOUBLE TRIP doesn't cost a penny more rail fare!

WITH THIS ADDED



A glorious daylight trip along the Pacific Ocean between Los Angeles and San Francisco on Southern Pacific's new streamlined Daylight, the most beautiful train in the West. Plus the superb service and cordial hospitality of the other great trains on Southern Pacific's Four Scenic Routes: Streamliner City of San Francisco, Overland Limited, Golden State Limited, Sunset Limited and Cascade.

FREE TRAVEL GUIDE

Plan your trip with our new 32-page booklet, *How to See the Whole Pacific Coast*. More than 80 big pictures. Write O. P. Bartlett, Dept. LE-3, 310 South Michigan Avenue, Chicago, for your free copy.

Southern Pacific

FOUR SCENIC ROUTES TO CALIFORNIA

"I wouldn't drive a block without insurance..."

especially when I earn a saving by driving carefully"

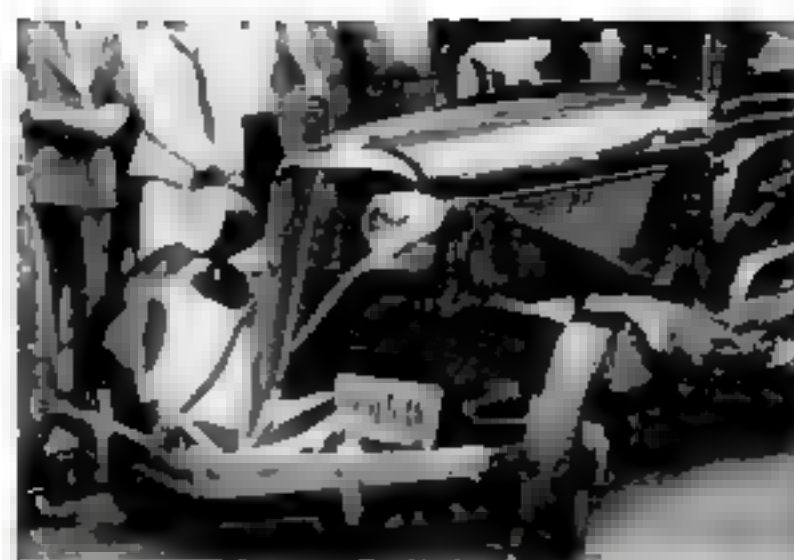


Car insurance at lower cost for careful drivers

1. You do not have to help pay for costly accidents caused by dangerous, reckless drivers because *Liberty Mutual will not insure such people.*
2. You do not have to pay high selling costs just to buy your insurance because *Liberty Mutual deals direct with you through its own fully staffed branch offices.*
3. Because accident losses and selling expenses are lower, Liberty Mutual has been able to reduce the cost of car insurance. Every year for 24 years we have returned cash dividends of 20% of premiums to policyholders—saved them one-fifth of the cost of their insurance.
4. Lower losses and expenses also mean great security, as well as lower cost insurance. Liberty Mutual has Assets of \$47,131,487; Liabilities of \$34,441,522; Special Reserves of \$5,650,000, and a Surplus of \$7,039,965. (December 31, 1936).
5. Nation-wide claims service includes fully staffed branch offices in 67 key cities—more than 500 trained investigators.
6. Prompt, fair payment is made on every honest claim—you get full protection against fraudulent or exaggerated claims.
7. You may use our convenient Deferred Payment Plan. Pay for your insurance just as you pay for your gasoline—while you drive. Small service charge.

Send for free booklet

Mail the coupon below for free 20-page, illustrated booklet, which fully explains the Liberty Mutual Plan. With it we will send you an estimate of the exact saving you may make and the details of our convenient Deferred Payment Plan. Clip and mail the coupon now. No obligation.



"I'm a careful driver. I don't expect to have an accident—of course nobody does—but I'm just not willing to gamble everything I have on it. Legal fees alone, even in a minor accident, might amount to more than the cost of my insurance for several years."



"Damage claims from a bad smash up would take my savings, my home, even a part of my salary for years to come. I simply cannot afford to take a chance, especially when my careful driving will earn me a saving on my insurance with Liberty Mutual."



"Liberty Mutual's skilled service in interviewing witnesses and claimants will save me time, worry and expense. This alone would be worth the low cost of my Liberty protection. Accident claims menace every car-owner who doesn't have insurance."



"Liberty Mutual's resources and experience, their skilled investigators and attorneys are at my service. They will keep me out of court if possible. If not, they will assume all details and will pay any damages against me up to the limits of my policy."

LIBERTY MUTUAL
INSURANCE COMPANY
Home Office: Boston
Nation-wide service

LIBERTY MUTUAL also writes Workmen's Compensation, General Liability, Burglary and Robbery, Forgery and Fidelity Bonds for manufacturers, merchants and individuals. All forms of Fire Insurance written through United Mutual Fire Insurance Company.

LIBERTY MUTUAL INSURANCE CO. Ltd. is
31 St. James Avenue, Boston, Mass.

Without obligation, please send me free booklet which shows exactly how much careful drivers can save on car insurance; also facts about your convenient Deferred Payment Plan for responsible car owners.

Name

Business Address

Town where car is kept

Make of car No. of Cyl.

Body Type Model No. Year

LIFE OF THE PARTY



Sure-fire popularity awaits the caviar canapé at gatherings of big wigs and small. This recipe is highly favored: toast oblong shapes of bread on one side. Spread untoasted side with Heinz mayonnaise, then with caviar to which has been added an equal amount of Heinz sweet pickled onions, very finely minced. Garnish with slices of Heinz stuffed Spanish olives. For other simple, fetching recipes, consult the Heinz Salad Book.

NOW is the time for all good hosts to come to the aid of the party—with unusual and delectable canapés, hors d'oeuvres and sandwiches! For nowadays, when everyone is turning host, a lot of folks will remember what you've had to eat long after they've forgotten who was there. Good food is the life of the party!

Providing proper delicacies is no problem to the Heinz-wise entertainer. With shelves crowded with tins and bottles bearing the famous keystone label of the House of Heinz, preparing toothsome tidbits is no more difficult than taking a number from 1 to 57! And scarcely more trouble. For while it is true that you, perhaps (or any other good cook) could concoct such viands in your own kitchen, it really isn't necessary. Heinz cooks have done all the work—as thoroughly as you would yourself!

So, when next you have a party, let Heinz do your heavy kitchen work! Heinz cooks are preparing the dainties for just such an occasion as your next entertainment—picking and packing the finest olives from our groves in Spain; pressing and importing virgin olive oil; bottling old-fashioned homemade pickles; oven-baking toothsome beans in succulent sauces; mixing mayonnaise and bottling vinegars, long aged-in-the-wood!

On your grocer's shelves you'll find our home-tasting delicacies waiting your festive day. Just ask your grocer for Heinz—the life of the party!



Let 'em eat—beans! That's the never-failing formula for a stag party. Give 'em Heinz oven-baked Boston-style beans, heated in your own bean pot. Give 'em sandwiches of Heinz peanut butter. Give 'em ham sandwiches, with plenty of Heinz ketchup, chili sauce and prepared mustards—brown and yellow. Give 'em jellies, and make 'em Heinz! Sweet mustard and fresh cucumber pickle are aces with men!



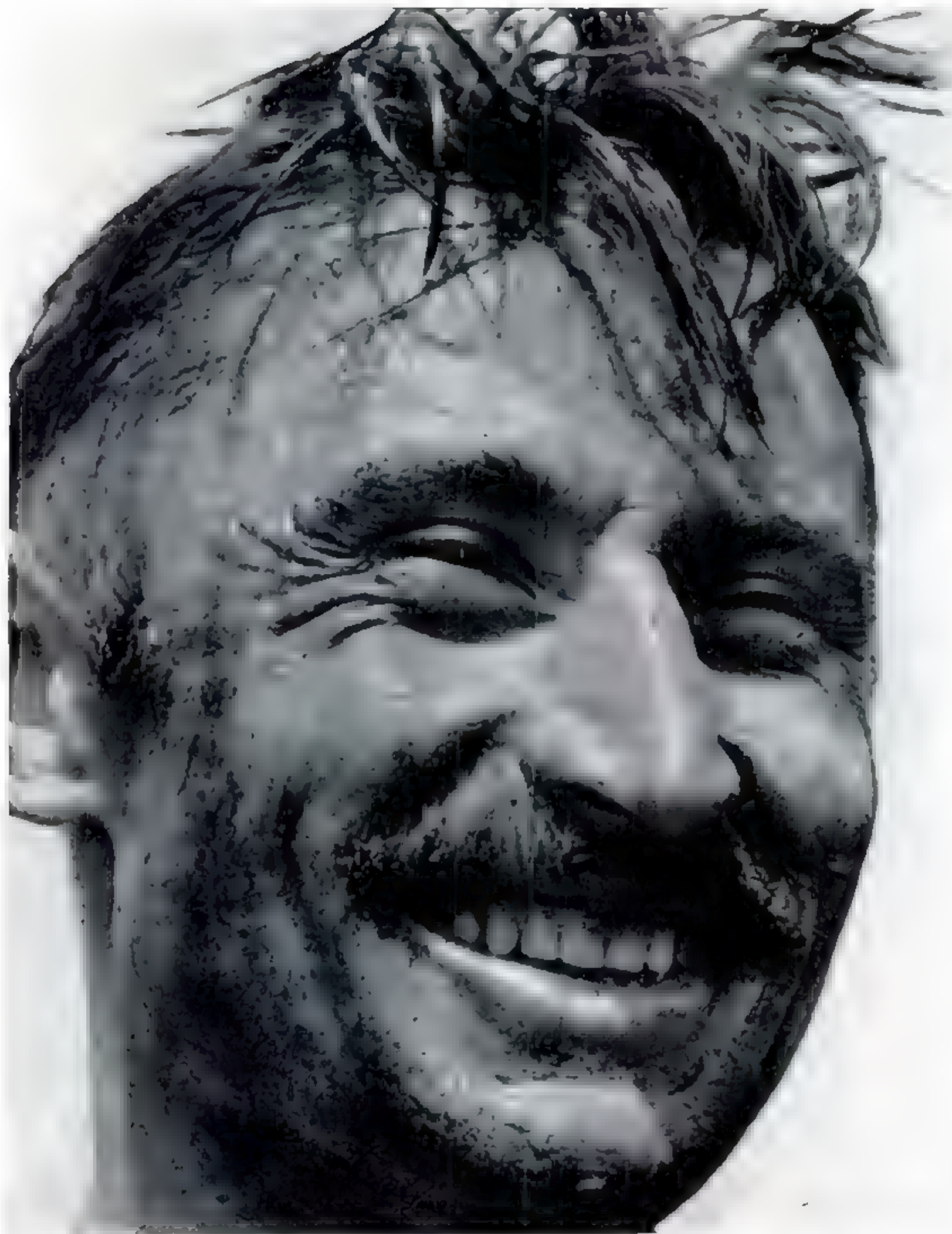
Vulnerable appetites succumb instantly to Heinz ruddy tomato juice and Heinz baked bean sandwiches at the bridge table. Try this recipe: put 2 cups of Heinz oven-baked beans (with pork and tomato sauce) through sieve. Add ½ teaspoon salt, 4 Heinz sweet gherkins (chopped), 8 Heinz stuffed Spanish olives (chopped), and enough Heinz mayonnaise to make a smooth filling. Spread between buttered slices of bread.



Birthday or any other occasion—a kids' party should be a date to remember. And you can make it one, with a Heinz date sundae! Just melt up (in a double boiler) a delicious Heinz date pudding, and pour it over vanilla ice cream! Suggestions for other merry-making nourishment include sandwiches of Heinz peanut butter, plenty of Heinz rich tomato juice and Heinz 4 kinds of pure fruit jellies.



Life of any party are Heinz famous 57 Varieties! Keep a good supply on hand. Stock up with Heinz Spanish manzanilla, queen olives and ripe olives. Heinz tomato juice. Mayonnaise. Sandwich spread. Pickles—sweet, mixed or sour. And to be an expert in the use of these delicacies, send a dime to the House of Heinz, Dept. 44, Pittsburgh, Pa., and ask for the Heinz Salad Book. You'll like it!



THE COMMON STEEL WORKER GETS HIS PAY RAISED TO \$5 A DAY

This one is Andy Lopata who worked seven years in the Jones & Laughlin plant at Aliquippa, Pa., for \$3.80 a day. There are 500,000 like him in steel mills from Bethlehem to Chicago.

AFTER EIGHT HOURS WORK AT THE STEEL MILL



At 6 a.m., five days a week, the Common Steel Worker gets his dinner pail from his wife. Like most Slavic women in the Pittsburgh steel area, she goes about barefoot.



This Common Steel Worker bikes three miles every day from his home to the plant. He is 28 and likes the walk. Most steel workers, though, live much closer to the mill.



Stripped to the waist after his day at the mill, the Common Worker is given a scrub at his backyard pump by his wife. Mill grime removed, she rubs him down with a

towel. Despite the distance from the mill, he prefers living on the hill where he has a big yard and a garden, can raise chickens, rabbits and potatoes for his table.

THE COMMON WORKER COMES HOME DIRTY, TIRED



A year ago the Common Steel Worker earned around \$3.80 a day. Mostly he worked one or two days a week, lived partially on relief. Since then steel chimneys have begun once more to belch. John L. Lewis has sent 158 CIO organizers into steel towns, and in November wages were raised to \$4.20. Today the Common Worker gets the highest pay in steel history. For this he may thank peak production, the CIO, and the far-sighted statesmanship of steel tycoons. Following the lead of U. S. Steel, most of the Independents now pay 62¢ an hour for a 40-hr. week.

Last summer, when John L. Lewis started to organize America's 500,000 steel workers, LIFE sent Alfred Eisenstaedt into the Pittsburgh area to photograph the organizers and the men they organized. In Aliquippa, Pa. he looked for the Common Steel Worker, found him in Andy Lopata, whose daily life appears here. Andy then earned \$3.80 a day as a common laborer in the Jones & Laughlin mill. He had a wife and three children, had worked for seven years on the same job. Two weeks later he was fired for joining John L. Lewis' Committee for Industrial Organization (CIO) union. He is now getting \$47.20 a month from WPA.



Pushing things around at the steel mill (above, left) a day. Back home again, on warm days he flops down in his backyard to catch his breath (above).



In the spotless kitchen of his three-room flat (\$12 a month rent), the Common Worker helps his wife prepare meals. The big ivory-enamelled gas stove is the family's pride.



On the Sabbath the Common Worker and his wife dress up in their Sunday best, walk down three miles to church. Hereafter the Common Worker will also have his Saturday off.



ORE BOATS, WITH HATCHES FULL OF IRON FROM THE MINNESOTA RANGES, PLOW DOWN THE GREAT LAKES TO GARY MILLS



SMOKE SPOUTS FROM STEEL EMPIRE CHIMNEYS AS OUTPUT NEARS ALL-TIME HIGH

From the red-earthed iron mines above Duluth to the sprawling mills of Chicago, Gary, Pittsburgh and Wheeling, steel's myriad chimneys are now smoking as never before. Steel production this year nears its all-time high. Mills like U. S. Steel's model Gary, Ind. plant (*above*) now turn out a record load of 85,000 tons a week. In such mills work half a million men. In fabrication plants where steel ingots, plate and bar are converted into automobiles, refrigerators and gadgets, work another half million. All will be affected by the agreement just signed, for the first time in 45 years, between Big Steel and Big Labor. The 40-hr. week makes room for 40,000 additional steel workers. The \$5 a day minimum adds \$100,000,000 a year to the U. S. workingman's income. Quick to make its peace with the CIO was General Electric with 250,000 employees. Having stuck these rare feathers in his cap, aggressive John L. Lewis now plans to turn his corps of high-powered agents and silver-tongued orators (*right*) to "organizing the unorganized" of textiles, oil, aluminum.



ORATORY LIKE THIS BY PITTSBURGH'S JUDGE MUSMANNO MAKES CONVERTS FOR THE CIO DRIVE

JOHN LLEWELLYN LEWIS: A LEADING CANDIDATE FOR MAN OF THE YEAR . . .



The man who in 1880 was born the son of a Welsh coal miner and who, at 12, got his first job as a mule skinner in an Illinois pit. Later he mined in the Far West.



The man who at 16 joined the United Mine Workers, quickly became a union lobbyist at Springfield, Ill. In 1908 Sam Gompers, A. F. of L. patriarch, took a fancy to him.



The man who in 1920 became head of the United Miners and has since run that big union with flair, energy and a machine as efficient as any in labor politics.



Benjamin Fairless is No. 1 man of U. S. Steel's No. 1 subsidiary. He signed with the CIO for 36 Carnegie-Illinois plants.



Ernest T. Weir is U. S. steel master No. 5. He has signed no CIO contracts, raised no wages in his National Steel.



Tom M. Girdler heads Republic Steel, No. 3 among steel's Big Four. He has raised wages, cut hours in line with CIO demands.



George Laughlin Jr. is senior member of Jones & Laughlin, steel company No. 4. He upped wages, signed no contracts.



Bill Bair (right) runs a lathe in the machine shop of U. S. Steel's Homestead, Pa. plant. Since he gets \$7.88 a day, he will get a smaller raise than the Common Steel Worker. Here he is in the two-story cottage he owns on a hill above the mill. With him are his wife (sewing), his daughter, son-in-law and granddaughter.



Gerard Swope is General Electric's top man. He agreed on March 3 to talk wages, hours with the CIO. Organization of G. E.'s plants is called a "landmark in industrial democracy."

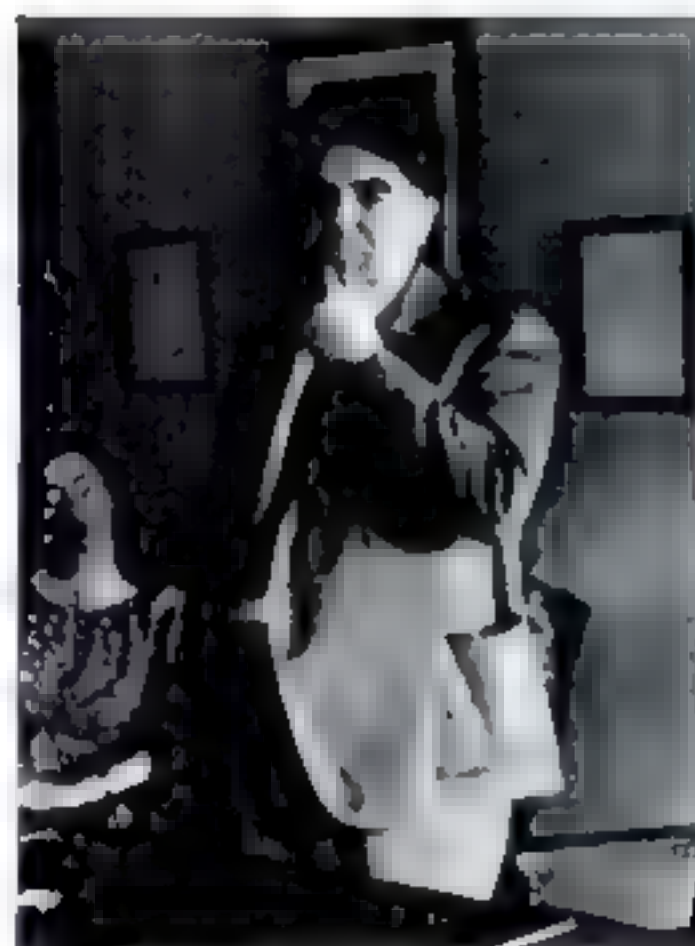
... AND SOME STEEL MASTERS WHO HAVE MADE PEACE WITH HIM AND HIS CIO



The man who challenged Sam Gompers for A. F. of L. president in 1921 and put William Green in the chair when Gompers died



The man whose union dwindled to 175,000 after 1929 and who was called a traitor by enemies inside and outside the CIO



The man who in 1933 used the NRA to run his union's membership up to 500,000 and make it pre-eminent in U. S. labor.



The man who in 1936 set up the CIO for industrial unionization, defied William Green, won recognition from autos and steel.



Myron C. Taylor is No. 1 man of U. S. Steel. He held secret meetings with John L. Lewis for a month before peace was made. The two foes became fast friends.



Walter P. Chrysler is U. S. auto's No. 3 man. Like General Motors, he agreed to sit down with the CIO, talk terms for the unionization of his great factories.



Mrs. Myron C. Taylor saw John L. Lewis stalking about the lobby of Washington's Mayflower Hotel last December. To her husband she said: "Myron, I want to meet

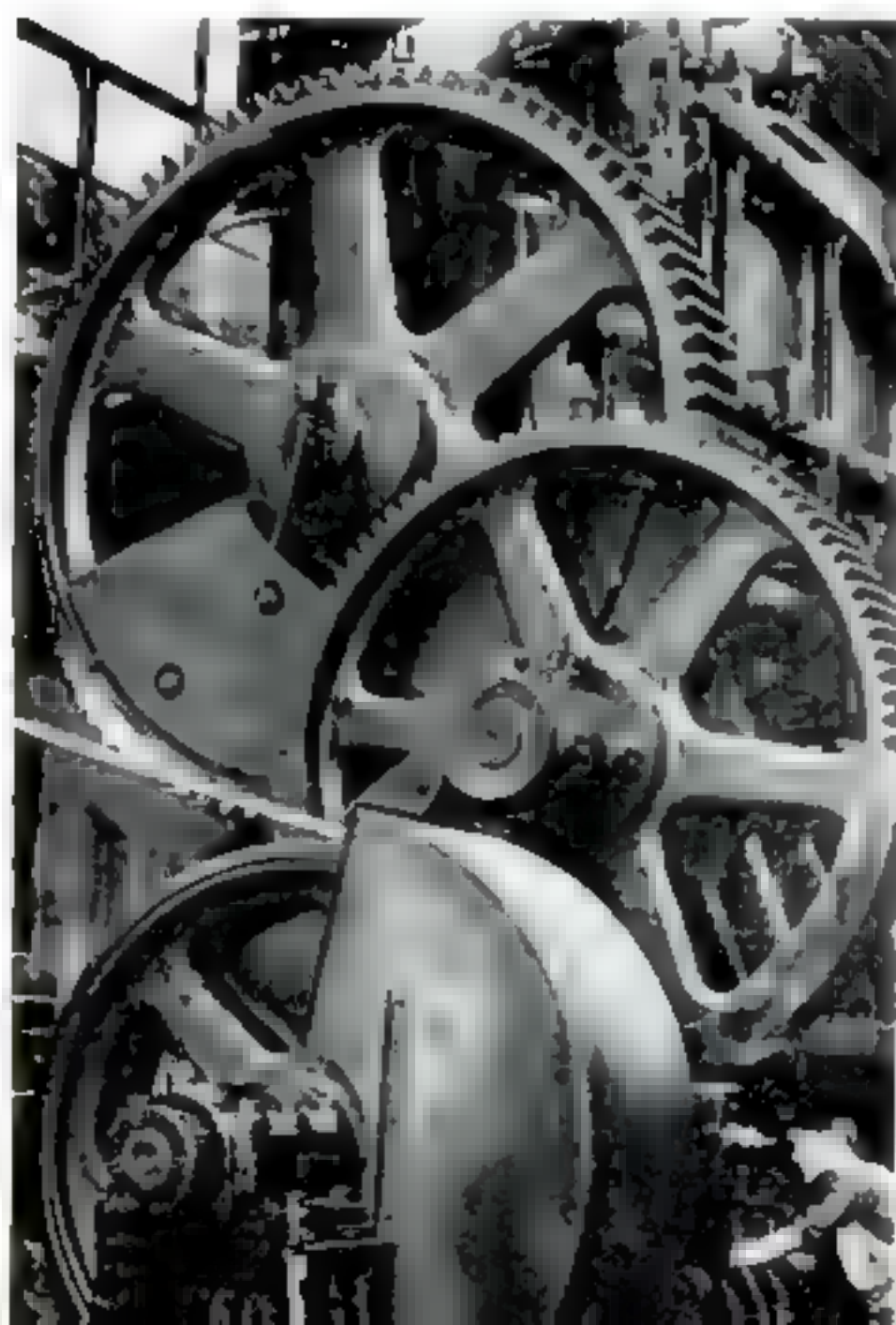
that man. Bring him over here." So friendly was this chat that Big Labor Leader Lewis and Big Steel Tycoon Taylor agreed to meet again, settle their differences amicably.



1 The man in this picture is shoveling limestone into an electric furnace at Republic Steel's Massillon Ohio plant. If you looked through the spout (left), you would see ten tons of iron being tapped into high-grade steel.



2 Steel cooks in this furnace four, three to five hours. The two vertical doors overhead are electrodes through which passes a current producing a heat of 3,500 F. When the steel is ready to tap, the floor beneath the spout is lifted and a giant ladle (right) is lowered.



AUTOS, CANS, GADGETS KEEP FURNACES BOILING

Before 1930 the bulk of steel's 55,000,000 tons a year output went into buildings, rails, transportation. Railroads alone consumed 25% of all steel production, buildings another 20%. Today both are below normal with railroads at 11%, buildings at 13%. Steel's current boom is based on other, newer factors in U. S. life. First of these is the startling skyrocket of automobile sales, especially since the introduction of the all-steel "turret top." At left, through a maze

of mammoth gears and flywheels, you see one of the titan die presses which stamp out 90 turrets an hour from sheets of steel plate. Autos, which once consumed 16%, now consume 25% of all U. S. steel. Another factor is the ever-mounting popularity of canned foods and beverages. Beer in cans now keeps many a furnace boiling day and night. To Europe goes boatload after boatload of U. S. steel, as foreign nations vie in furious armament races, compelling



3 The furnace is then tilted up by an electric hoist and ten tons of molten steel come gushing out like liquid sun through the spout into the brick-lined ladle. When drained, the furnace is set down again, reloaded with iron ore and scrap for the next heat.



4 The ladle is swung out over a row of ingot molds on flatcars and drained through a valve operated by the man on the extreme left. When cooled, the ingots are sent to the rolling mill to be rolled into plate and bars for autos and gadgets.



their light industry manufacturers to turn abroad to have their orders filled. Hence an export market better than any since 1929. Stainless-steel furniture, household trimmings, home and office gadgets such as represented by the chromium steel pots and goblets on this page consume still more tonnage of fine-grade alloys from the roaring electric furnace above. Finally, when building recovers—a turn soon expected by the Iron and Steel Institute—it will require even more steel than in the heyday of the building boom. Stainless-steel moldings, store fronts, and portable factory-built steel houses will then likely send steel output soaring even more.



LIFE ON THE AMERICAN NEWSFRONT: TWO AIRMEN ENTER PRESIDENT ROOSEVELT'S LIFE



To "the world's outstanding aviator" of each year is awarded the Harmon International Trophy, which reposes on President Roosevelt's desk above. On March 2 he presented it to Howard Hughes (shaking hands), who in January set a transcontinental speed record.



Result of a shake-up in the Bureau of Air Commerce was the appointment of Fred Dow Fagg Jr. (left) as director, succeeding Eugene Vidal (right). By the President's wish, Mr. Fagg will have more power than Mr. Vidal ever had to put an end to air crashes.

A WRESTLER TOSSES OUT HIS OPPONENT AND HIS REFEREE



In a wrestling bout at Cleveland March 3, Everett Marshall (above), was tossed out of the ring by Jim McMillen. He is shown hitting his head on the ring in falling.



Knocked unconscious by the fall on his head, Marshall lies bleeding on the floor. Meanwhile the referee reprimanded McMillen for his roughness, thereby enraging him.



Turning on Referee Bull Weidman, McMillen tossed him after Marshall. The picture above shows the unconscious Referee being dragged from the spot where he landed.

MOE PARNES SCORCHES HIS WOODEN LEG IN A TENEMENT FIRE



On the Lower East Side of New York City, early on the morning of March 4, a fire raced through two crowded tenement houses. Firemen made many rescues by ladder.



Scared refugees, many of them clad only in nightclothes, scurried into nearby houses. Three less fortunate residents, trapped in the ratshackles tenements, burned to death.



A minor casualty was the stout wooden leg of Moe Parness (above). It caught fire while its owner was escaping through the flames, was badly scorched around the bottom.

LIFE ON THE AMERICAN NEWSFRONT: CHIEF JUSTICE HUGHES GETS RID OF A BOOK SALESMAN



Visitors thronged the Supreme Court building on March 2 to watch the Justices in action. The visitors looked like excellent prospects to a young book salesman.



On the sidewalk the salesman began hawkking copies of *The Nine Old Men*, a gossipy book about the Justices. He sold eight books before Supreme Court police appeared.



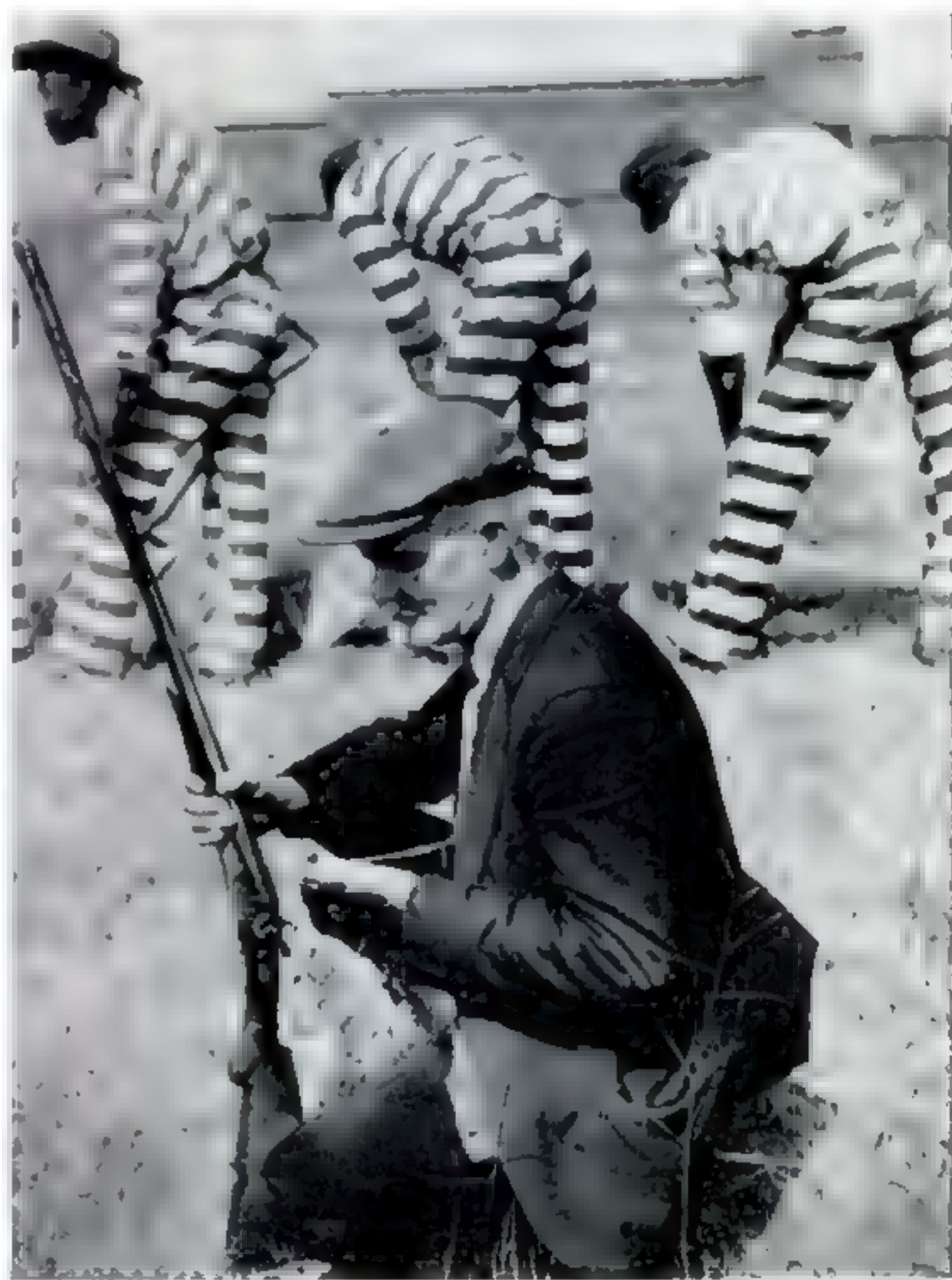
The Court police confiscated the books, took the salesman to their guard room. Then, by order of Chief Justice Hughes, he was charged with peddling without a license.

FORTY-TWO CARFULS OF COAL IN A WRECK



On the New York Central Railroad near South Byron, N.Y. a broken wheel truck caused the twelfth car of a long freight train to jump its track. One by one the 41 following cars, all loaded with coal, stacked themselves like dominoes across the tracks.

GEORGIA CHAIN GANG GOES ON 44-HOUR WEEK



Working hours for the Bibb County chain gang in Georgia have always been from sunrise to sunset. On March 3, "in recognition of the nationwide trend," the gang was put on a 44-hour week. The guard in the foreground keeps a check on the time.

LIFE ON THE AMERICAN NEWSFRONT: AWARDS



The Academy of Motion Picture Arts and Sciences held a banquet in Hollywood on March 4 to make its annual awards for movie "bests." To *THE MARCH OF TIME*, the Academy made a special award for "having revolutionized one of the most important branches of the motion picture industry—the newreel." The picture above shows Roy E. Larsen, producer of *THE MARCH OF TIME* (fourth from left), receiving a gold statuette known to Hollywood as an "Oscar," from the Academy president, Director Frank Capra (wiping eye). Mr. Capra

himself got an "Oscar" for the best direction of 1936 (*Mr. Deeds Goes to Town*). Left to right in the picture are Walter Brennan, best actor in a supporting role (*Come and Get It*); Gale Sondergaard, best actress in a supporting role (*Anthony Adverse*); Paul Muni, best actor for his work in *The Story of Louis Pasteur*; he wears a beard while making *The Story of Emile Zola*; Mr. Larsen; Mr. Capra; Dorothy Fields, best lyricist; Tony Gaudio, best cameraman. Two other top awards were to *The Great Ziegfeld* (best picture) and to its star, Liane Rainer (best actress).

CAT IN A LAMP

As a birthplace for a litter of five kittens, this cat in Manhasset, Long Island, chose a broken globe of a street lamp. At the earnest request of residents, the city agreed to leave the lamp broken until such time as pussy chooses to remove her family.



CAT IN A TREE



Stranded in a treetop at Jersey City, N.J., this cat was rescued by a policeman who climbed halfway up, shook her into the blanket seen at the foot of the tree. Two photographs were necessary to get in the whole tree.

LIFE ON THE AMERICAN NEWSFRONT: SANTA ANITA ENDS ITS BEST SEASON



The Handicap finish was decided by this photograph, showing Rosemont leading Sea Scout. Also shown: the electric timer.

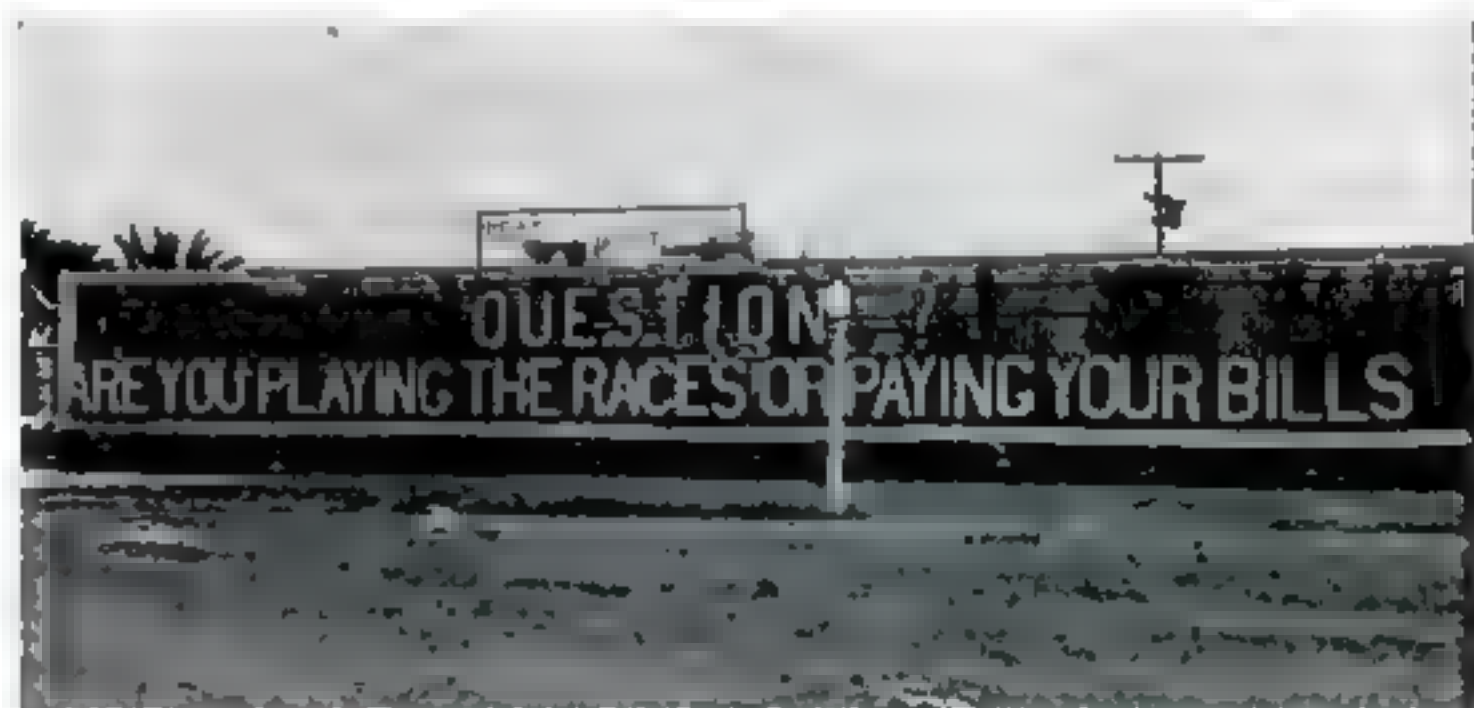


Alfred Gwynne Vanderbilt, stable owner, with his cousin, Alice Gwynne Preston.



The Hearst box contained Publisher William Randolph Hearst and Actress Marion Davies, who looked in opposite directions.

Santa Anita Racetrack, 18 miles out of Los Angeles, ended on March 6 its third and best season. Santa Anita is the handsomest, most lavishly appointed track in the world. On March 6 it ended its third and most profitable season. Betting totals reached \$28,000,000 and record crowds passed through its gates, including on Handicap Day the greatest number of recognizable celebrities drawn by any annual U. S. event. The season was a bonanza not only to the track's promoters but to William du Pont, whose horses, Fairy Hill and Rosemont, respectively won the Derby on Feb. 22 and the Handicap on Feb. 27. The final feature race of the season, the San Juan Capistrano Handicap on March 6, was won by C. S. Howard's Sea Scout.



Los Angeles merchants, angry because their bills do not get paid during the Santa Anita season, erected the sign above on Wilshire Boulevard. The track and its great prosperity have become a political issue in California. At left, a lugger calls the horses to the post at the start of a race.



Rounding the far turn, this field was photographed during one of the races on Derby Day, Feb. 22. The Derby, worth \$62,000, was won by William du Pont's Fairy Hill.

Hollywood was represented at the Santa Anita Handicap by practically every important movie figure, including Comedian Oliver Hardy (above).

MOVIE OF THE WEEK:

Love Is News



Loretta Young

The picture below illustrates the Hollywood idea of how great newspapers get written. This idea is as firmly entrenched in the movies as the plot about the star reporter, the desk-banging city editor and the beautiful heiress. Both the idea and the plot appear in *Love Is News*, but Twentieth Century-Fox has woven them into a fast, fresh and highly-entertaining comedy. Loretta Young is the Richest Girl in the World and Tyrone Power is the Star Reporter. When he tricks her into giving him an interview she retaliates by telling the other reporters she is going to marry and settle a million dollars on him. Every paper but his own has the story, to the wrath of the City Editor. Jaws are socked all around and the Star Reporter loses his job. Thereafter the jokes are chiefly on the Reporter until, at length, love ripens.



Tyrone Power



TYRONE POWER (ON FLOOR IN CENTRE) AND OTHER REPORTERS PLAY CHECKERS WITH BEER AND WHISKEY GLASSES ON A BAR-ROOM FLOOR



The morning after the announcement of his engagement to the Richest Girl in the World the Star Reporter awakes to find his bedroom overrun with all sorts of salesmen



The salesmen follow him into his boarding-house shower. Finally he accepts a demonstration Cord (below) and a demonstration chauffeur, sleepy Negro Stepin Fetchit



The Girl's Uncle (Dudley Digges) hears that she is in the news again



The Richest Girl spreads the news of her engagement to a reporter



The City Editor (Don Ameche) hears that his paper has been scooped

TYRONE POWER GOES TO JAIL AND FAME

(continued)

Funniest sequence in *Love Is News* takes place in a country jail. Loretta Young gets in the jail first, after being arrested for speeding (right). In the first picture below she is pouting at her judge and jailer, Slim Summerville. When Tyrone Power turns up, she makes him out to be a thief and he gets the cozily adjoining cell. The fourth picture below shows her borrowing a puff on his last cigarette. She bites his fingers, thus gets the whole smoke.

Love Is News shows Tyrone Power, 22, to good advantage. This handsome young man was lifted to stardom only a few months ago by *Lloyd's of London*. *Love Is News* will probably establish him as the leading contender for the romantic-juvenile laurels now worn by Robert Taylor. Power comes from a famous stage family. His great grandfather, the first Tyrone, was a leading figure on the Irish stage and his father, the second Tyrone, was a well-known Shakespearean actor. The third Tyrone began his career at 7, has been on and off the stage ever since.





Love shines in the eyes of the Richest Girl in the World as she gazes up at the Star Reporter who has just dropped her in a mud puddle. This happens shortly after their

release from jail (see opposite page). The Girl ran her roadster into a tree, pretended to be unconscious. The Reporter, seeing through this, plunked her in the puddle.

[Note: Tyrone Power's prem agents now have it that his sweetheart in fact as well as in the movies is Loretta Young. Six weeks ago it was Sonja Henie]



While sewing a button on his trousers, the Star Reporter is offered a \$12,000 contract to appear in vaudeville, telling about his romance with the Richest Girl in the World. He throws the agent out.



He later accepts the contract, believing the Girl has jilted him in favor of a fortune-hunting Count. He is here shown re-enacting his romance. But presently the Count is sent packing and the Reporter gets his Girl.

The greatest thing an editor of a popular American magazine can get is the autobiography of a President. Ordinarily an articulate Chief Executive writes the story of his life soon after quitting the White House, sells it for a fancy figure. Calvin Coolidge wrote his in 1928, quickly sold it to the *Cosmopolitan*. Herbert Hoover, more backward about telling all, has not yet written his.

Next to signing up a President, the smartest thing an alert editor can do is to get the autobiography of a First Lady. After four years in the White House, and with four more ahead of her, Eleanor Roosevelt Roosevelt has set down the story of her life and sold it to the *Ladies' Home Journal*. With its April issue which comes out March 10, the *Journal* starts publishing Mrs. Roosevelt's memoirs in serial form under the title "This Is My Story." By special arrangement with the *Ladies' Home Journal*, LIFE herewith presents choice samples from the First Lady's private picture album, each captioned with relevant extracts chosen from her autobiography. Pungent, witty and marked by a surprising candor, Mrs. Roosevelt's recollections carry her from a shy and lonely childhood through a wallflower girlhood to sudden romance, an unexpectedly brilliant marriage, busy days as wife, mother, indefatigable social worker and active partner in her husband's rise to fame.



On her mother's family: "The Halls were noted for their beauty and charm." Eleanor Roosevelt gained "an emotional appreciation of music" from listening to Aunt Fessie (top) play. Aunt Maude (above) sang. The first was the late Mrs. W. Forbes Morgan, the second is now Mrs. David Gray.



Mrs. Roosevelt on her mother (above): "My mother, one of the most beautiful women I have ever seen, belonged to that New York City Society which thought itself all-important. She was very sweet to me."

Eleanor Roosevelt's father (left, with her) "had a physical weakness which he himself probably never understood. Whether it was the pain he endured, I do not know. . . . He began, however, to drink; and for my mother and his brother Theodore and his sisters began the period of harrowing anxiety which was to last until his death in 1894."

Eleanor and her brothers Elliott and Hall (right: left to right) were early left motherless. "Finally it was arranged that we children were to go and live with my Grandmother Hall. My grandmother did not feel that she could trust my father to take care of us."





"My mother was always a little troubled by my lack of beauty. She tried hard to bring me up well so my manners would in some way compensate for my looks, but her efforts only made me more keenly conscious of my shortcomings."

On herself: "Attention and admiration were the things through all my childhood which I wanted. I would have given anything to be a singer."

On Romance: "In the autumn of 1903, when Franklin Roosevelt, my fifth cousin once removed, asked me to marry him, it seemed a natural thing ... though I was only nineteen."





Uncle Theodore Roosevelt (above) gave Eleanor away at her marriage. "When the ceremony had been performed," she writes in the *Ladies' Home Journal*, "we turned around to receive congratulations from the various members of our families, and our friends. In the meantime, Uncle Ted went into the library, where refreshments were served, and in a very short time this young married couple were standing alone! The room in which the President [Theodore Roosevelt] was holding forth was filled with people laughing gaily at his stories, which were always amusing. I do not remember being particularly surprised by this, and I cannot remember that even Franklin seemed to mind."

Eleanor Roosevelt was married on March 17, 1905 at the age of 20. Previously she had "asked Cousin Susie (Mrs. Henry Parish) whether she thought I cared enough, and my grandmother, when I told her, asked me if I was sure I was really in love; I solemnly answered 'yes,' and yet I know now that it was years later before I understood what being in love was or what loving really meant."

Anna Eleanor Roosevelt was born in New York 52 years ago. Daughter of the late Teddy Roosevelt's younger brother Elliott, she lived first in her father's town house. Orphaned at 9, she was brought up by her maternal grandmother, Mrs. Hall (see opposite page, top), was taught to ride horseback properly, be a "little lady." She spent her summers on the Hudson, near such distaff relatives as the Livingstons and the De Peysters. At 15 she was sent to school in England where she stayed three years. She spent her vacations traveling on the continent. Shortly after her return to the U. S., she became engaged to her distant cousin, Franklin Roosevelt. They were married in 1905 (see above). Of her honeymoon Mrs. Roosevelt writes: "It was a beautiful trip to Cortina, where we spent several days. My husband climbed the mountains with a charming lady, Miss Kitty Gandy. She was a few years his senior and he did not know her very well at that time, but she could climb, and I could not; and though I never said a word, I was jealous beyond description, and perfectly delighted when we started off again and drove out of the mountains."



On Motherhood: "I had always been a particularly healthy person, and I think it was a good thing for me to be perfectly miserable for three months before every one of my six babies arrived." At right, Oldest Baby Anna.

Anna Eleanor Roosevelt Roosevelt is currently famed not only as a First Lady but as a prime mover in educational, sociological and political affairs, but in the early days of her marriage she was primarily a wife and mother. In the four-generations picture at right you see her with Grandmother Hall, Daughter Anna Eleanor (Mrs. John Boettiger) and Aunt Tissie (Mrs. Stanley Mortimer). When her husband was elected to the New York Senate in 1910, Eleanor Roosevelt arranged his Albany household so that he might hold political conferences until the wee hours without disturbing the babies, brought out beer, crackers and cheese to the conferees herself. When he became Assistant Secretary of the Navy in 1913, she engaged in War work in Washington, making sandwiches, ladling out coffee, handing out food to soldiers in troop trains at all hours of day and night. Below you see her in a family group photographed a few years after this period. Left to right are James, Anna, Franklin Sr., Franklin Jr.; Mother-in-law Sara, Elliott, John and Eleanor Roosevelt.



Of Grandmother Hall (at left, in plumed hat): "My grandfather bought her clothes and adornments of every kind, but he told her nothing about business."

Of Mrs. James Roosevelt (sitting below, at Son Franklin's left): "I was growing very dependent on my mother-in-law, requiring her help on almost every subject, and never thought of asking for anything which I felt would not meet with her approval."





A coronet with an elastic band is the solution for balancing a high, wobbly coronet on a head of bobbed or shingled hair. Just as Queen Elizabeth is crowned in Westminster Abbey, the peeress will slip her thumbs under the band, slide it down to her nape



The coronet is on, held by an elastic. The coronet shown in these three pictures is that of a countess, wife of an earl, denoted by eight high silver balls and eight gold strawberry leaves. Total cost of Coronation outfits for the peerage \$2,000,000.



ENGLAND'S PEERS AND PEERESSES GET READY

At the moment in the Coronation of King George VI May 12 when the Archbishop of Canterbury puts St. Edward's Crown on the royal head, the electricians will switch on all the lights in Westminster Abbey, trumpets will blare and all the peers will clap their coronets on their own heads. Later, when Queen Elizabeth

is similarly crowned, the peeresses will put on their coronets. Coronets for peeresses are high and narrow. At George V's crowning in 1911 women wore enough hair to carry the coronet comfortably. The peeresses' special problem this year is to get the coronet to stay on a head of bobbed or shingled hair (see left and below)



Costumes for three Coronations have been made by London's Albert Murty (above). He is working on—made for a 1917 baroness (left) while behind are a 1802 countess with a pompadour and a 1911 baroness with a switch



Dressmakers at London's Ede & Ravenscroft fix the padded velvet caps into coronets (left foreground, baroness; right foreground, an earl's; centre, a countess)

quest. A duke's coronet costs \$95, a duchess's \$100, a viscount's \$105, a viscountess's \$100, a baron's \$80. Their wives pay about \$20 less each for theirs.

TO CROWN THEMSELVES AT GEORGE VI'S CORONATION IN WESTMINSTER ABBEY



A male model tries on an earl's robe at Edle & Ravenscroft's robe-makers. This robe costs \$350, with best ermine.



Dukes wear four rows of ermine-tail on their capes; marquesses, three and a half rows; viscounts, 2; barons, 2. Below are a baron's and an earl's. The king wears ermine-tail scattered all over his waist-long cape.



Cost of coronation robes varies from \$675 for a duchess, to about \$350 for all the men. Since peeresses have trains, they pay more for their robes than do the peers.

Most thrifty members of the peerage will use instead of ermine Chinese rabbit, which looks better and requires the cost of a robe to around \$200. And by



using velveteen instead of the "best handmade velvet" called for by the Earl Marshal, the cost of the robe may be brought down to \$145.

WITH HOLY MYSTERIES AND PRICELESS JEWELS, ENGLAND WILL CROWN HER NEW KING

On the pages following are exclusive color pictures of some of England's Crown Jewels which figure in the Coronation of His Majesty King George VI and his Queen Consort Elizabeth at Westminster Abbey on May 12, 1937. Contrary to popular belief, this ancient rite which will fill 2,000,000 visitors to London with awe, does not make young George any more of a King and Emperor than he already was the moment his brother Edward abdicated in his favor. What it does, in the eyes and the hearts of the King's subjects, is to impart to His Majesty new and sacred attributes. Across the long centuries these are indissolubly bound up with the English King who came to be called St. Edward the Confessor. It was the sacred character of the Coronation, more than anything else, which made it "impossible" for Edward VIII to continue King.

Oliver Cromwell and his ruthless men in the 17th Century were the great interruptors of nearly a thousand years of English tradition. They not only dislodged the Monarchy but they also laid violent hands upon, broke up, stole and dispersed virtually the whole of the Crown Jewels. Commoner Cromwell even caused the records of previous Coronations to be destroyed. Today it is possible that parts of the Ampulla which holds the Coronation "balm" and parts of the Anointing Spoon into which the balm is poured (see p. 38) date from before Oliver Cromwell. It is impossible that any other appurtenances of the Coronation or Crown Jewels date from the time of St. Edward who died in 1066.

What is now spoken of as St. Edward's Crown (see opposite page), is believed to have been made by the Court Jeweler Sir Robert Vyner in 1601 for the English Coronation of Charles II when he was

restored to the throne. Nevertheless the Stone of Scone, so long the talismanic emblem upon which Scottish kings were crowned, today is part of the Coronation Chair in Westminster Abbey.

The holy Coronation rite is witnessed by about 7,700 people inside the Abbey. From age to age curious alterations to the ceremony creep in and out imperceptibly. Yet the variations are but those of light and shade and the gist of it all remains the same as it has been for 1,000 years.

The first stage of the Coronation is called *The Preparation*. "Early care" is taken on the morning of the great day to unscrew the neck of the Ampulla or gold eagle and fill it with the balm and holy oil, also called "chrism" or Holy Cream. This is a mixture of balm and olive oil reverently consecrated by the Archbishop of Canterbury. At the right moment it is poured out of the gold eagle's beak and into the spoon. The Ampulla and the Spoon lie waiting upon the Altar of the Abbey.

The Entrance is accomplished when the King arrives in his Crimson Robe of State with its enormous ermine collar and wearing the Cap of Maintenance. This scarlet headgear is edged with a band of miniver and is roughly the same shape and volume as the Crown. The King mounts the raised platform or "scaffold" and the Dean and Chapter of Westminster enter, bearing on cushions made of cloth of gold St. Edward's Crown, the Orb, the Sceptre with the Dove, the Sceptre with the Cross, St. Edward's Staff, the Chalice and the Bible. As the Sword and Spurs are of a different character, they are not presented before the Archbishop of Canterbury though, as knightly emblems, they play a vital part in the Coronation. What is called *The Recognition* is a

demonstrative hailing of the King by aristocratic urchins of Westminster School, after the Archbishop of Canterbury has asked whether all present in the Abbey do recognize their King. The fortunate Westminster schoolboys have by ancient custom just about the best seats for the Coronation, high up and directly commanding full view of the Scaffold.

A Litany is followed by the Communion service. Next there is *The Sermon*, ordained by tradition to be "brief." Holy Communion is held by Church of England authorities to "pervade in spirit" the subsequent series of complicated offices which mainly constitute *The Coronation*. The King upon the Archbishop's invitation goes to the Altar, takes *The Oath*, kisses the Bible and signs the oath. It is this oath which before May 12 will have been brought into harmony with the fact that the British Commonwealth of Nations is now an exceedingly broad constellation of lands, peoples and faiths.

The Sovereign is next decorously divested of his garments to an extent permitting him to stand technically "naked" in the house of God. (Even Queen Victoria had to be stripped down to inconsequential underwear for the sacred procedure of anointing.) The spectators in the Abbey see nothing of this core of sacred mystery, for Knights of the Garter hold up rich cloth of gold like a screen around the Sovereign. The consecrated chrism is now poured from the Ampulla into the Spoon. The Archbishop dips his fingers in it and anoints the King as a cleric being elevated to the rank of Bishop is anointed. His Majesty is thus crossed with holy oil on the head, the breast and the palm of each hand.

(continued on p. 45)



For a thousand years of English history natural succession to the throne has been the essence of monarchy. To Britons a bad king is better than a wrong king. Whenever the rightful succession is broken, a crisis inevitably ensues, with civil wars and social unrest. No Englishman knew this better than Will Shakespeare who picked a

14th Century crisis as the theme for his *Richard II*. Today a brilliant revival of that play about another English King who abdicated is a reigning hit on Broadway. In the scene above Richard (Maurice Evans) is passing his crown to his successor Bolingbroke (Ian Keith) and saying what only an outgoing King of England could say:

Now mark me how I will undo myself
I give this heavy weight from off my head
With mine own tears I wash away my balm,
With mine own hands I give away my crown,
With mine own tongue deny my sacred state

Saint Edward's Crown



MANY OTHER CROWNS FIGURE IN THE CORONATION BUT THIS IS "THE" CROWN



THE King's Orb and the Queen's Orb above recall that at Victoria's Coronation she asked, "What am I to do with my orb?" Replied Lord John Thynne, "Your Majesty is to carry it, if you please, in your hand." The Queen, surprised, "Am I? It is very heavy." The significance of an orb, like that of the Ampulla and the Anointing Spoon at left, St. George's Spurs and the Coronation Ring below, are matters deeply enshrined in British tradition. The gist of their meaning is that His Majesty rules the round Earth in the spirit of the Cross, is consecrated at his Coronation and emerges prepared in all ways to do knightly combat with the foes of Britain.

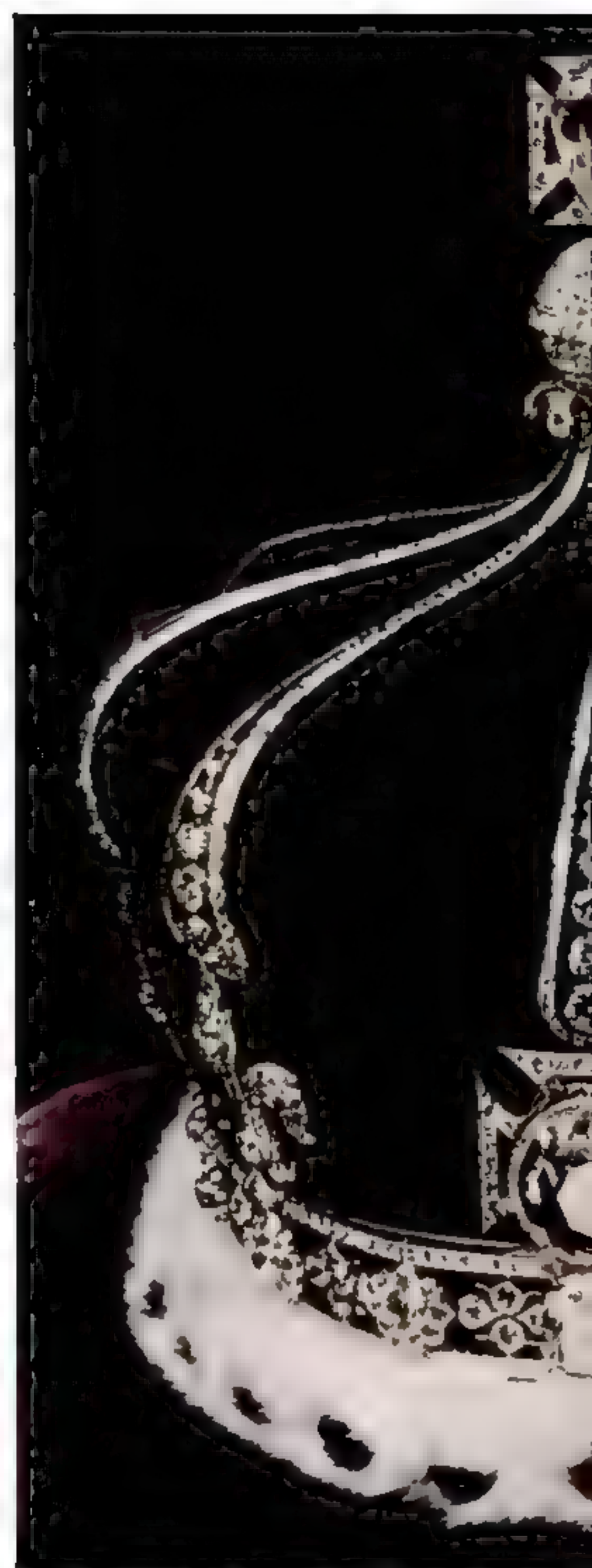




THE club of barbarism has its refined counterpart in the Mace at left. Above are St. Edward's Staff and the Sceptre. At right is the jeweled Sword of State which was made at a cost of \$30,000 for King George IV. The huge central diamond of the king's Royal Sceptre is the 510 $\frac{1}{4}$ carat Star of Africa valued at about \$3,000,000. It is not set but held by spring clamps in the Sceptre, can be easily slipped out. St. Edward's Staff is yet another relic intended to recall Edward the Confessor. The Mace, while not especially important at the Coronation, is of utmost Parliamentary importance since the House of Commons cannot sit unless it lies on the table. Thus in theory the King, by ordering the Mace to be locked up in the Tower of London, could totally block British legislation.



The Imperial State Crown



The State Crown

SHOWN on a previous page is St. Edward's Crown. Too heavy with sanctity to be worn in the streets, this is the Crown with which the King is crowned in the Abbey. Later His Majesty walks out wearing the Imperial State Crown (*above, left*). This was made in 1838 for Queen Victoria and contains the historically priceless ruby of the Black Prince valued as a gem at \$550,000. Above, centre is the State Crown made in 1911 for Queen Mary. It is topped by the drop-shaped lesser Cullinan Diamond (\$400,000) and directly in front is the most famed British Crown gem, the Koh-i-Nur which Queen Victoria valued at \$10,000,000. At right is the Imperial Crown of India which had to be made when George V decided to be crowned Emperor in India for the reason that English law

was discovered to prevent His Majesty's taking either St. Edward's Crown or the Imperial State Crown out of England. This discovery cost the taxpayers plenty after Messrs. Garrard of London successfully completed the Imperial Crown of India in time for the Coronation Durbar at New Delhi in 1912.

There will be no use at the Coronation this year for the Prince of Wales Crown (*lower right*) because there is no Prince of Wales. The King's daughter and heir, Princess Elizabeth, will wear a British princess' coronet—distinguished from a British crown by the fact that it has no arches. All crowns on this page are edged with miniver and have a padded cap inside which is adjusted to fit the head of each new King or Queen.



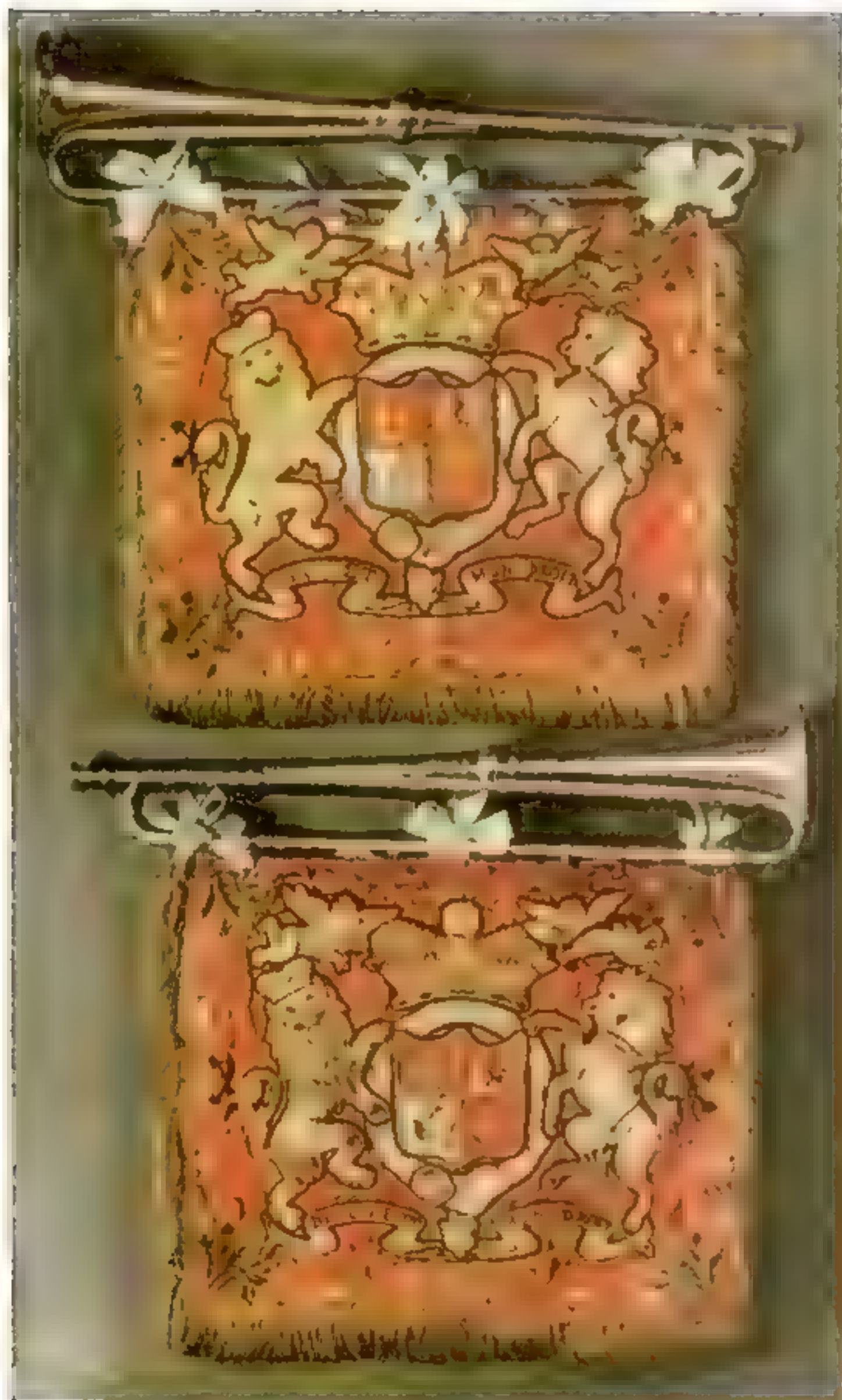
of the Queen



The Imperial Crown of India



The Prince of Wales' Crown



Royal Plate

(continued)

SIXTEEN coronation trumpets was the original number but in days of old one became lost or stolen and the remaining fifteen silver trumpets, of which two are shown at left, have been deemed sufficient ever since. "All you who are come this day to do your homage, are you willing to do the same?" asks the Archbishop of Canterbury of the Coronation throng and their loud and hearty acclamations of "God Save King George!" mingle with the acclaiming trumpets' triumphal fanfare.

The Salt of State was a symbolic reminder at the Coronation Banquets of the difference in rank between those who sat "above the salt" at table and those who sat "below." There is to be no Coronation Banquet this year, has been none since George IV was crowned in 1821. So puzzling are some of the great salt-cellars found among the Royal Plate that a dispute raged for 98 years, ending in the official decision that all that time the Charles II Salts had been mistakenly used upside down. At right below, is one of these "Mystery Salts."



HIGH SCORING HOCKEY AGE



Herb Lewis of the Detroit Red Wings says: "I go for Camels in a big way!"

THE lightning-quick camera eye caught Herb Lewis (above, left) in this slashing set-to before the goal. Next split-second he scored! After the

game (right), Herb said, "You bet I enjoy eating. And I'll give Camels credit for helping me enjoy my food. Smoking Camels with my meals and afterwards eases tension. Camels set me right! And they don't frazzle my nerves."

Camel smokers enjoy smoking to the full. It's

Camels for an invigorating "lift" in energy. At mealtimes it's Camels again "for digestion's sake." Thanks to Camel's gentle aid, the flow of the important digestive fluids—*alkaline* digestive fluids—speeds up. A sense of well-being follows. So make it Camels—the live-long day.

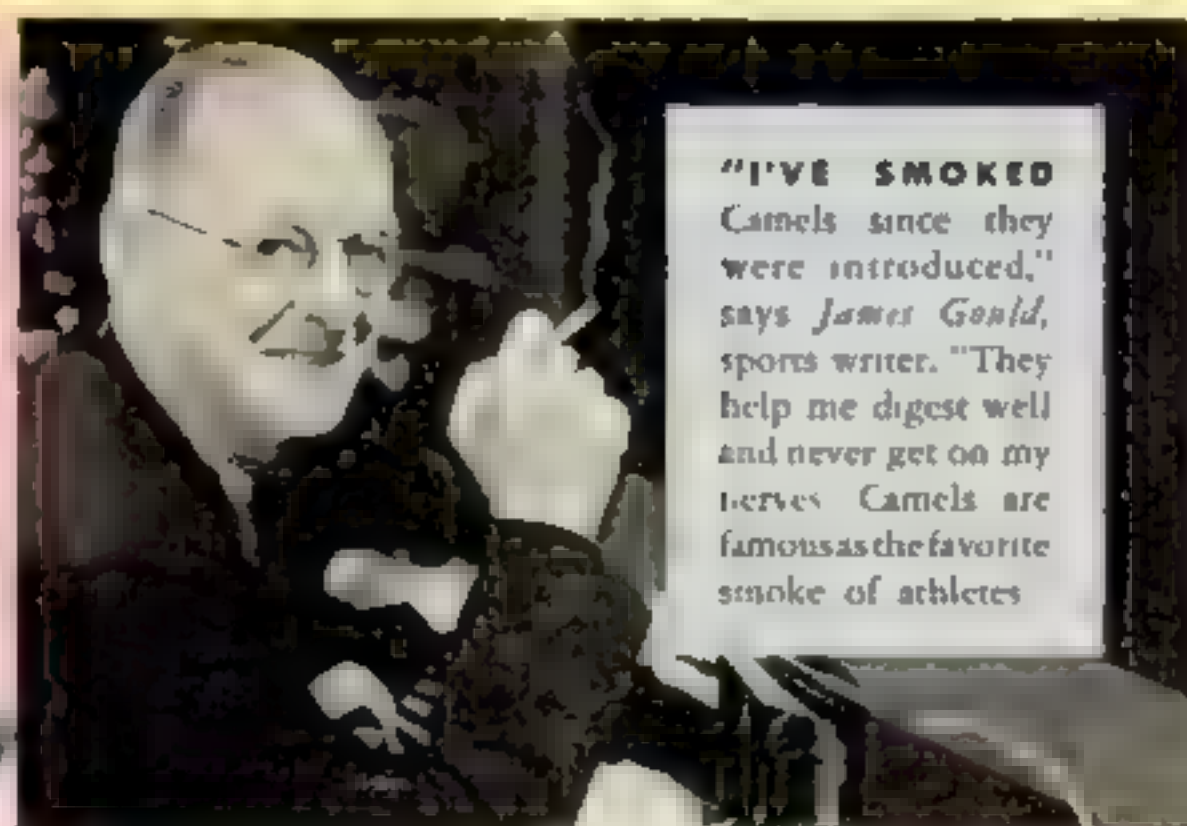
COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS... Turkish and Domestic... than any other popular brand.

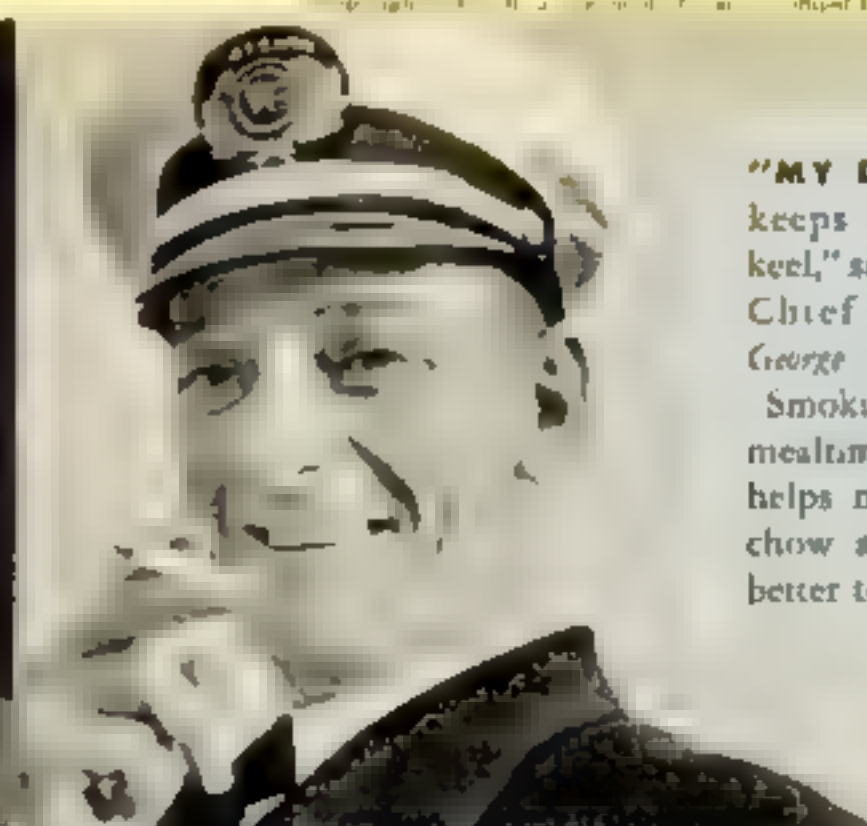


TUNE IN every Tuesday

Hear Jack Oakie's "College"—a fun, hour-long show with Jack Oakie in person, Benny Goodman's Swing Band, George Shearing's Concert Orchestra. Hollywood comedians and singing stars. Special comedy act every week! Tuesdays—10 pm E.S.T. 9 pm C.S.T. 7-8 pm M.S.T. & 6-7 pm P.S.T., WABC Columbia Network.



"I'VE SMOKED Camels since they were introduced," says James Gould, sports writer. "They help me digest well and never get on my nerves. Camels are famous as the favorite smoke of athletes."

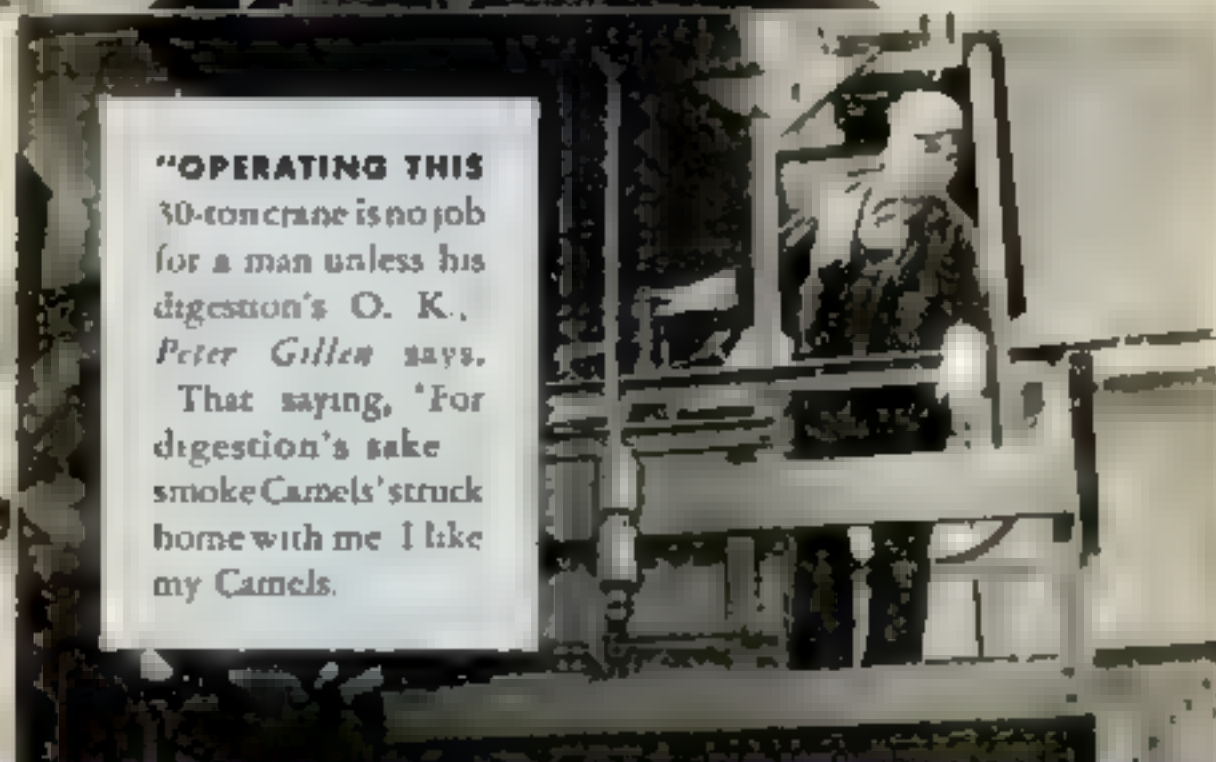


"MY DIGESTION keeps on an even keel," says sea-going Chief Engineer, George Buckingham. "Smoking Camels at mealtimes and after helps me enjoy my chow and digest it better too."

GLIDER record-holder, Dorothy Holderman, says "Gliding is thrilling, though nerve-shattering at times. Camels are so mild. Wrought-up as I may feel, Camels help my digestion run smoothly."



"OPERATING THIS 30-ton crane is no job for a man unless his digestion's O. K., Peter Gillen says. That saying, 'For digestion's sake smoke Camels' struck home with me. I like my Camels."



FOR DIGESTION'S SAKE — SMOKE CAMELS!

"I never knew *that*
about champagne!"

"And I, M'sieur, never
knew it about your whiskey!"



Natural in its own right, the result of a natural process.

AMERICAN: It's the most interesting thing I've learned in France—that your champagnes and my own favorite whiskey, Four Roses, are achieved the same way.

FRENCHMAN: Ah, but M'sieur, a champagne is not blended. It is to achieve the truly great champagne that our most able vintners champagne together.

AMERICAN: Why do you say "must"?

FRENCHMAN: Because M'sieur, no two champagnes as they flow from the wine presses are exactly alike. Nature endows each with some special virtue. It is only by

blending several fine champagnes together that we get the truly magnificent champagne with every virtue.

AMERICAN: Well, that's the very way they make Four Roses. They take several fine straight whiskeys—each selected to contribute some outstanding virtue—then they blend these fine whiskeys (and only these whiskeys) together so as to produce one liquor with every whiskey virtue at its best. The result is that, like your finest vintage champagne, Four Roses has everything you could hope to find in one liquor.

FRANKFORT DISTILLERIES, INCORPORATED • LOUISVILLE AND BALTIMORE

FOUR ROSES

We believe Four Roses is America's finest whiskey, regardless of age or price.



*A blend of straight
whiskeys—94 proof*

MYSTERIES & JEWELS OF GEORGE'S CORONATION

(continued from page 36)



ST. EDWARD'S CORONATION

After this anointing, sacred and secular characters of the Coronation abruptly merge. A *Super-tunica* or overdress of cloth of gold is put upon the King, a girdle of the same material is caught around him, the Lord Chamberlain touches his heels with the golden spurs of knighthood (see p. 38). The Lord Chamberlain then gives the Sword of State to be laid in St. Edward's Chapel while the Archbishop is handed another sword which he delivers to the King. This symbolizes perfectly that the King has become a *persona mixta* or "mixed person" in whom are merged the temporal and the divine.

This symbolism, very essence of the Coronation, continues as the Mantle of cloth of gold (richly adorned with the Eagle of Empire, yet foursquare like an ecclesiastical cope) is "put on" the King by the Dean but the Lord Chamberlain "girds" him. In succession now, the Sovereign receives: 1) the Orb with the Cross, signifying that he holds the world in his hand and rules it, but under the Cross of the merciful Savior, 2) the Ring, its great sapphire slashed with a cross of rubies and marking in many minds the "marriage" of the Sovereign and his people in the Abbey; 3) the Sceptre with the Cross and 4) the Sceptre with the Dove. The King at this point has had to lay aside the Orb, as he is now holding two sceptres, one in each hand.

The King seats himself in the Coronation Chair of St. Edward the Confessor and directly beneath the wooden seat is the Stone of Scone, potent talisman of mystery. Higher clergy of the Church of England take the view that only in the last two centuries has "crowning" assumed even in

the popular English mind anything like the importance of "anointing." Every eye is riveted on St. Edward's Crown as it is brought by the Dean of Westminster to the Archbishop of Canterbury. He elevates it with solemnity, lowers it to rest upon the royal brow. The King is crowned! Trumpets sound a mighty fanfare and two miles distant, cannon boom at the Tower of London. At the same moment all the peers present lift up their coronets and put them on. The spectacle presented is that of a mighty assembly of Dukes, Marquesses, Earls, Viscounts and Barons joyously crowning themselves with their coronets. "The effect" commented Sir Walter Scott, a Coronation eyewitness in 1821, "was really august." A Bible is presented to the King just after his Crown. "Be strong and play the man!" sings the choir to His Majesty. "Keep the commandments of the Lord thy God and walk in His ways!"

The King quits the austere Coronation Chair of St. Edward to take his golden throne for *The Homage*. All the great officers of State, vastly outranking such common clay as the Prime Minister, group in dazzling array around His Majesty as the enthronization prayer is said by the Archbishop. Then in their majestic, sweeping robes Britons of the greatest consequence, Peers of the Realm, approach and do homage. First they virtually prostrate themselves one by one at the feet of King George VI and then rise one by one to kiss His Majesty's left cheek. Now the Sovereign's royal Consort is anointed, receives her Crown, then her sceptres. After the King and Queen are blessed, a *Te Deum Laudamus* is chanted and the King is then ready to leave the Abbey proper. Preceding his Queen he goes into St. Edward's Chapel and is there adorned with, literally, millions and millions of dollars worth of dazzling regalia. The King goes out wearing the Imperial State Crown and the Queen another of the same. The King carries the Sceptre with the Cross in one hand, the Orb with the Cross in the other. Thus crowned and consecrated, His Britannic Majesty leaves Westminster Abbey to ride mile after mile in a golden coach through jubilating London crowds.

**"You can feel
Ingram's soothin'
lather tone and
condition your
face"**

SAYS MAJ. GEO. B.
BLACK of the
TEXAS RANGERS



*and who the k—
is Maj. Geo. B. Black*



"JUST put me down as a man who has found real shaving comfort—that's all I'm claiming here. And when I say you can actually feel Ingram's cooling lather doing a soothin' and a toning job on your skin, even while you shave, I'm talking from experience.

"A man's face takes a lot of punishment in this Texas country. When you're riding range in the face of Texas suns and Texas sands and 'blue northers,' a man's skin needs pampering—and that's what it gets from Ingram's.

"First of all it's a lightning lather. It just whips up into a cloudbank of whisker-wiping bubbles the second your wet brush takes it. When you shave—it just seems like your beard's disintegrating. But it's the soothin' and kind of healing touch that makes Ingram's different—you just seem to feel it working to condition your skin

—giving it a new, bracing smoothness—a tonic, refreshing coolness that lasts for hours."

There are two very good reasons why Ingram's Shaving Cream is the shaving cream for you: 1ST, IT'S COOL! 2ND, IT'S CONCENTRATED! Just take a little bit of Ingram's, hardly as big as a raisin, and put it on the working end of your Rubberset brush. In a couple of split-seconds flat it billows up into a cloud of "wet-inside" lather that hugs your skin and makes the toughest beard easy for the blade.



Ingram's acts differently because Ingram's secret formula is different—it's a shaving cream, face tonic and lotion in one—a triple treat in every brushful that leaves your skin velvet-smooth and supple.

You'll like Ingram's! Fill out the coupon below and get your free sample. Once you know Ingram's—you'll be an Ingram customer for life!

**FREE! 7,000,000
Ingram Shaves**

Ingram's plans to introduce itself to you and to 999,999 other men in 1937. Use this special coupon good for a 7-day tube of Ingram's. Mail to Bristol-Myers Co., Dept. D-37, 636 Fifth Ave., N. Y. C.

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**Ingram's
Shaving Cream**



COOL AND CONCENTRATED

"Life Shaver"

—a missionary doctor writes his own amazing story of how a tube of Barbasol saved him from death at the hands of a murderous Chinese bandit

"MY WIFE and I have very recently returned from China, where I was for some time engaged in medical missionary work.

"As everyone knows, China has for years and years been in a state of chaos due to so many things that it would be out of the question to even touch upon them in this little letter. Suffice it to say that the people have long suffered from the depredations of war lords, robbers and bandits who, at times, completely overrun the country. At these times the people are powerless to do anything. To attempt any sort of resistance means certain and horrible death.

"Shortly before my wife and I returned to America, the small Chinese city in which our hospital was located was raided by one of these robber chieftains, much damage was being done and we feared we would be wiped out completely.

"At the time of this raid I remember I was in the hospital washroom shaving and, as has been my custom for years, using Barbasol. Suddenly the door to the washroom was thrown open and as I turned there appeared in the doorway a hairy giant of a man—roughly dressed—dirty, and a scraggly long growth of beard or rather hair on his ugly, cruel looking face.

"Evidently he had neither heard of the practice of shaving nor had he seen such an operation in his whole life before, for he stared at me in great surprise and interest.

"I noted his great interest and hesitancy and though I was literally seething on the inside with suppressed excitement, misgivings and fear, I managed to remain fairly calm and decided to continue my shaving.

"A thought flew into my consciousness as I became aware more completely of this bandit's growing interest and curiosity in my shaving technique. Maybe I could capitalize upon this selfsame interest and render our predicament less foggy. At heart a lot of China's so-called bad men are but grown-up children. Many of them can be handled in about the same way.

"When I had finished shaving, this bandit made

signs towards his own face. (I did not know his dialect and therefore could not talk with him.) I felt that here was an opportunity indeed! A sort of childish eagerness replaced the hardness in his eyes. He was about to satiate his curiosity and male vanity.

"Enter Barbasol! It was about to perform a yeomen service."

"I thoroughly prepared the bandit's face and by no means spared the Barbasol. I spread it on generously. When I finished, I showed him how to use the razor and cream and he gave himself a fine shave with remarkable ease, considering his inexperience. I then made him a present of the razor and a tube of the cream.

All orientals are most susceptible to gifts and this



■ Suddenly there appeared in the doorway a hairy giant of a man

particular one scored a direct hit. His face beaming and glistening, he bowed low and left the hospital—and almost immediately he left the city, carrying his band of looters with him.

"I believe sincerely that this was one occasion where a perfect shaving cream played a major part in the destiny of man. In any case, our lives were spared and our precious hospital was not burned or looted! More than an ordinary measure of influence must be in evidence to soften the typical Chinese robber chieftain in that lawless country."

"I have written you this little true story of one of my many trying experiences in China because of the part Barbasol played in it—a 'Life Shaver' indeed!"

Dr. H. D. W., Alabama

*We have, in our time, received thousands of grateful letters telling us that Barbasol gives even the roughest whiskers a close shave. But we declare this is absolutely the closest shave we ever heard of Barbasol taking part in. Clever, these Chinese, knowing a good thing when they see it. Why don't you try Barbasol yourself and get the coolest, smoothest, sweetest, yes, and *closest* shave you ever had? Big tube now 25¢, giant size, 50¢; all drug stores. Barbasol Blades, 5 for 15¢. The Barbasol Company, Indianapolis, Indiana.

PRIZES FOR GOOD GLESSERS

Are you good at guessing? If you are you may win any one of the valuable prizes given away every week—a new automobile, big money prizes, hundreds of \$5 Barbasol Razors. Absolutely free to enter, takes only a few seconds to do. Simply guess a number, that's all. For details tune in Signin' Sam, NBC Blue Network, every Friday evening. See your paper!





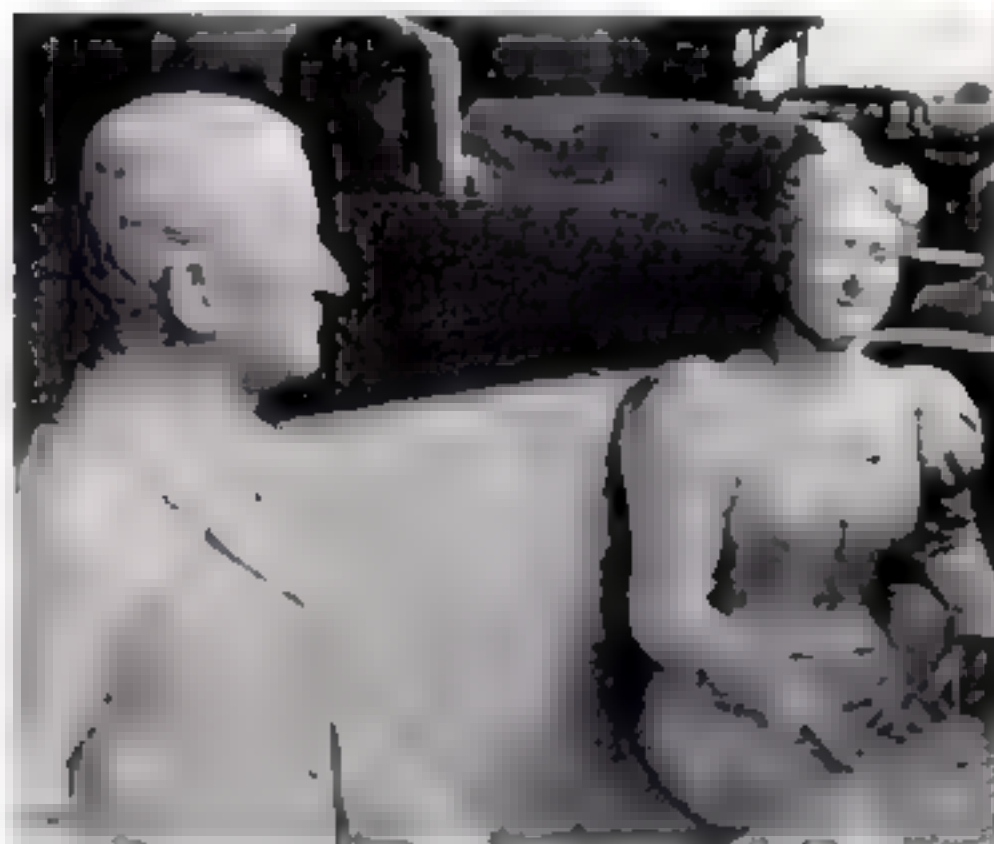
FARMER DAVIS BUILDS HIS TOMB IN HIAWATHA

In Hiawatha, Kan., John M. Davis (*left*), a retired farmer, has built a memorial to his married life. After Mrs. Davis died in 1930, Mr. Davis gave the local monument dealer his family album, ordered stone likenesses of himself and his wife as the photographs showed them in the various periods of their lives. Eleven stat-

ues are now set up in the Davis tomb. Hiawatha firmly believes that childless Mr. Davis built the monument only to use up all his money, leave nothing for relatives he dislikes. Mr. Davis says he built it as tribute to his loving, helpful wife. (For two other strange U. S. monuments, turn the page.)



The courtship of John Davis is memorialized in the two statues shown below. When he wooed his wife, John was working as a hired hand on her father's Kansas farm.

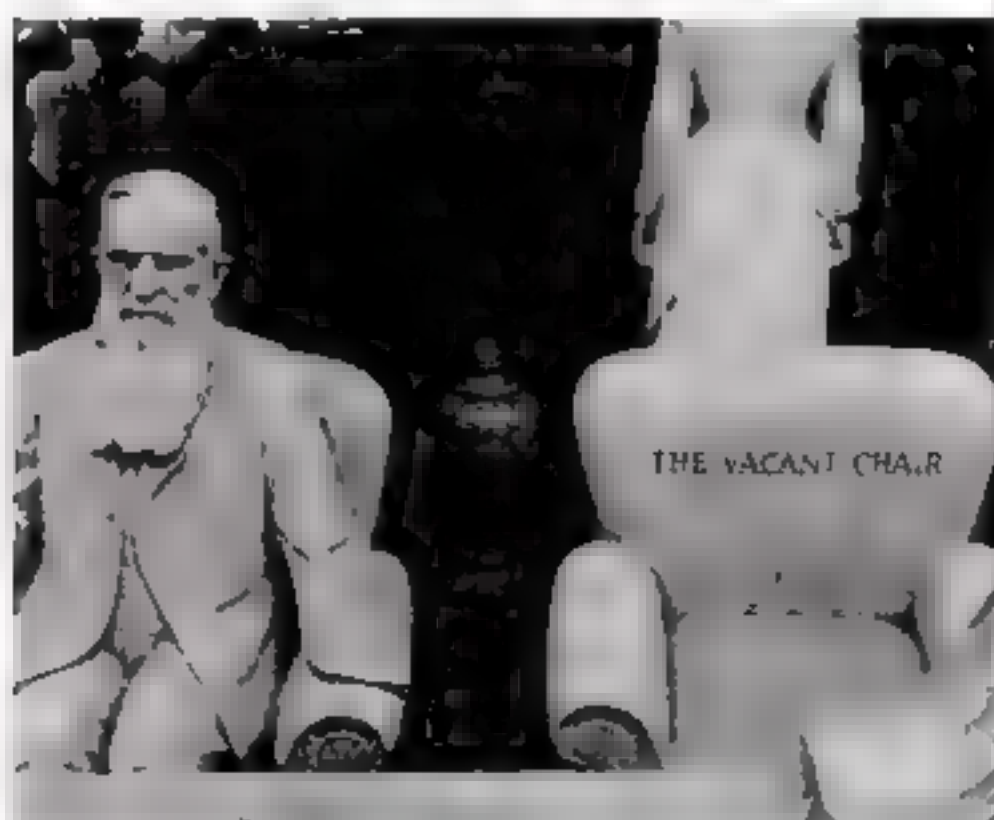


Mrs. Davis, as a young and old wife (*above*), looks across the tomb at statues of Mr. Davis as a young and old husband. Right: The Davises' golden wedding year (1930).

The Davis monument, above, at left, Courtship, next right, Vacant Chair; next right, Golden Wedding. Behind, Mrs. Davis, young and old, faces Mr. Davis, young and old.




The vacant chair (*below*) beside Mr. Davis symbolizes his loss and loneliness. Notice the empty sleeve. Mr. Davis lost his arm in a threshing accident 25 years ago.



An angel *MM*, the late Mrs. Davis kneels to place a wreath at the yet unfilled grave of her husband as he kneels sadly at her side to place a wreath on her grave.

On Sunday, John Davis, now 82, goes out (*below*) to watch the people who come to see his monument. A low wall has been built around the tomb to keep the crowds out.







ALASKA



AN ALASKAN INDIAN


BOVAHOUGH'S GOLD PAN

CRUISE NORTH TO GLAMOROUS ALASKA! 1,000 MILES OF SMOOTH SAILING EACH WAY

9-DAY CRUISES ALL-EXPENSE
From Seattle, Victoria, or Vancouver
With berth and meals included (except at Skagway) **\$95 AND UP**

AN adventure-cruise on smart *Princess Liners*—up into an almost unbelievable Northland! . . . In June-day climate and crisp sunshine 20 hours long each day! . . . Through isle-sheltered channels, past deep, mysterious fjords—to *Alert Bay* with its totem Indian village; to awe-inspiring *Taku Glacier*, historic *Wrangell* and *Ketchikan*; the pioneer cities, *Prince Rupert* and *Juneau*; to *Skagway*—port of "Gold Rush" fame. You rub elbows with strange native life; see active gold mines, bizarre villages built on sticks, huge salmon fisheries. You enjoy gay social life, deck games, good music, dancing; and Canadian Pacific Service — *there's none finer*. At Skagway, you can take low-cost side trips over the thrilling "White Pass Trail of '98" to Lake Bennett, West Taku Arm, Whitehorse and the Yukon.

ALSO, 2 SPECIAL 11-DAY CRUISES

by the *Princess Charlotte*, sailing from Vancouver, June 22 and Aug. 3.

All-Expense from Seattle, Victoria or Vancouver. Berth and meals included (except at Skagway) . . . as low as **\$115**

Itinerary includes *Behm Canal*, *Ocean Falls*, *Alert Bay*, *Prince Rupert*, *Ketchikan*, *Wrangell*, *Juneau*, *Sitka*, *Skagway*. 36 hours at Skagway allows time for low-cost side trips over White Pass to Lake Bennett, Whitehorse and West Taku Arm.

LOW RAIL FARES to North Pacific Coast via the Canadian Rockies. **AIR-CONDITIONED** standard sleepers, diners, solarium-lounge cars on Canadian Pacific fast transcontinental trains. Liberal stop-overs.

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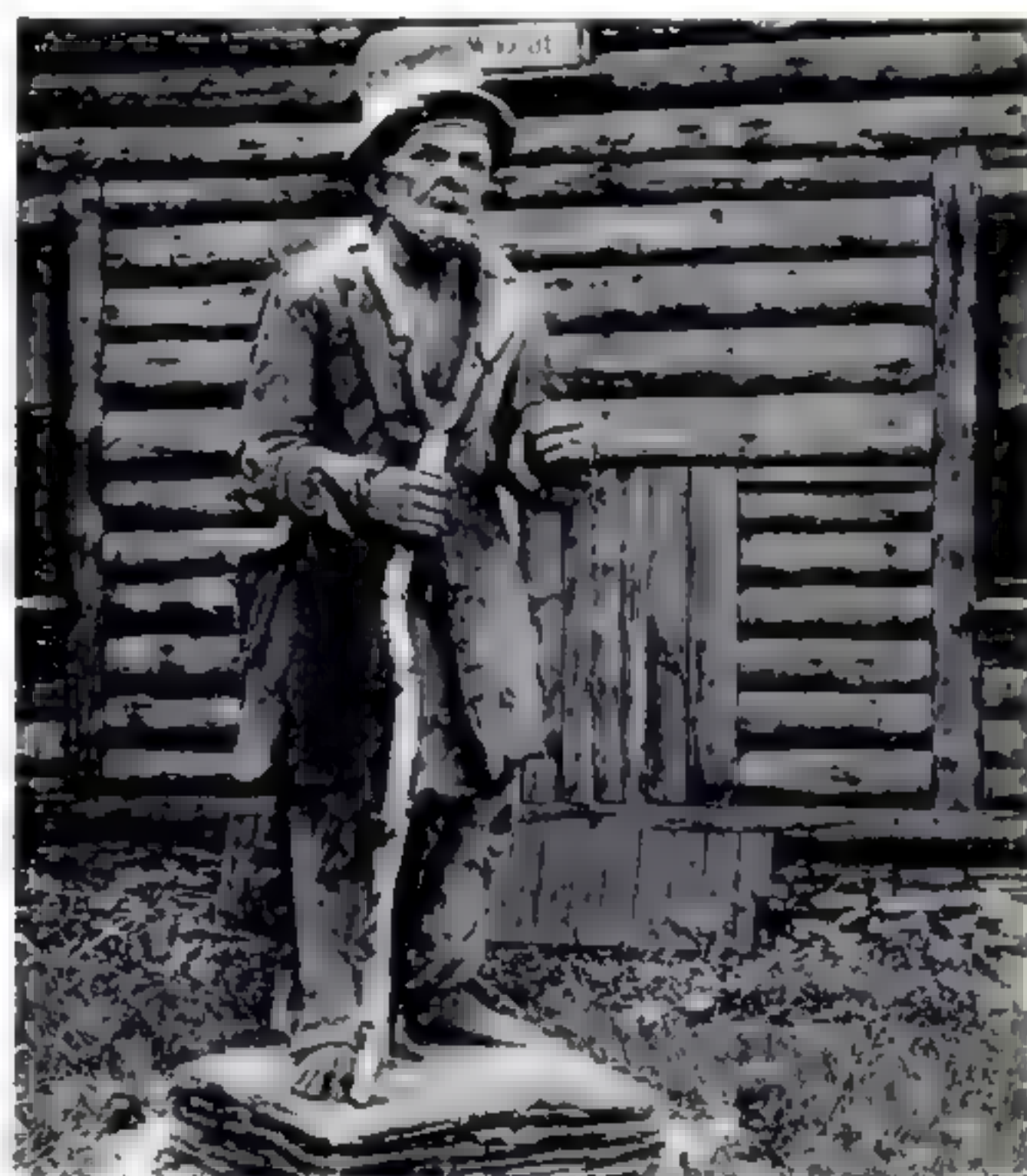
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C. & E. Nat. Bldg. ATLANTA	1810 Charter Avenue CLEVELAND	Dixie Terminal Bldg. CINCINNATI	444 7th Ave. PITTSBURGH	21 E. Jackson Blvd. CHICAGO
618 Locust St. ST. LOUIS	1281 Washington Blvd. DETROIT	Merchants Bk. Bldg. INDIANAPOLIS	1014 Warner Theatre Bldg. MILWAUKEE	311 2nd Avenue, So. MINNEAPOLIS
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122 Geary Street SAN FRANCISCO	331 S. W. Broadway PORTLAND, Ore.	1229 Fourth Avenue SEATTLE	1118 Pacific Avenue TACOMA	

TWO MORE NOTABLE U.S. MONUMENTS

continued



William S. Hart gave this statue of memory of days when the oldtime movie star rode the range in Yellowstone



The revenge of "Pump" Arnold is symbolized in the one-ton statue above. Arnold was a tavern keeper in Battle Creek, Mich., 50 years ago. The Mayor, Joshua Gage, suspected Arnold of selling liquor illegally on Sundays. One Sunday, Gage disguised himself as a tramp, stumbled into Arnold's tavern morning for a drink. Arnold gave him a drink but refused payment. Gage begged another drink. Arnold gave it

to him, still refusing his money. When Gage begged a third drink, Arnold took his proffered dime, was arrested, fined \$100. Furious, Arnold commissioned this likeness of Gage as a tramp, showed it all over the countryside even sent it to the Chicago World's Fair and a New Orleans' Mardi Gras. It made Gage famous but miserable. The statue now stands on the shore of Indian Lake, Mich.

BUSINESS STARVES

without its
daily supply
of figures



BUSINESS talks in figures. It lives on them. Costs, payrolls, sales, taxes, invoices, interest, inventories, statements—the raw figures pour into every business, every day. The more simply, quickly, and cheaply the figures can be turned out in useful form, the more profitably your business operates.

Monroe's whole function for 25 years has been to speed up the flow of business figures—to simplify and cut the cost of getting them. A nationwide Monroe figure service operates through 150 Monroe-owned branches. Whether you need an adding-calcu-

lator, an adding-listing, bookkeeping, or check writing machine, Monroe has the model to fit your individual work exactly.

Each Monroe is simple to operate, is speedy and flexible; and each one has the famous "Velvet Touch" keyboard that takes the strain out of figuring.

Phone the nearest Monroe branch. Ask to see a "Velvet Touch" Monroe at work on your own figures. No obligation. Write us for the booklet, "If Only I Could Work on Your Desk for an Hour." Monroe Calculating Machine Company, Inc., Orange, N. J.

MONROE

ADDING-
CALCULATOR
Model LA-6

Portable, weighs
only 16 pounds.
Completely auto-
matic multiplication
and division.



IF BOMBS HIT LONDON . . .

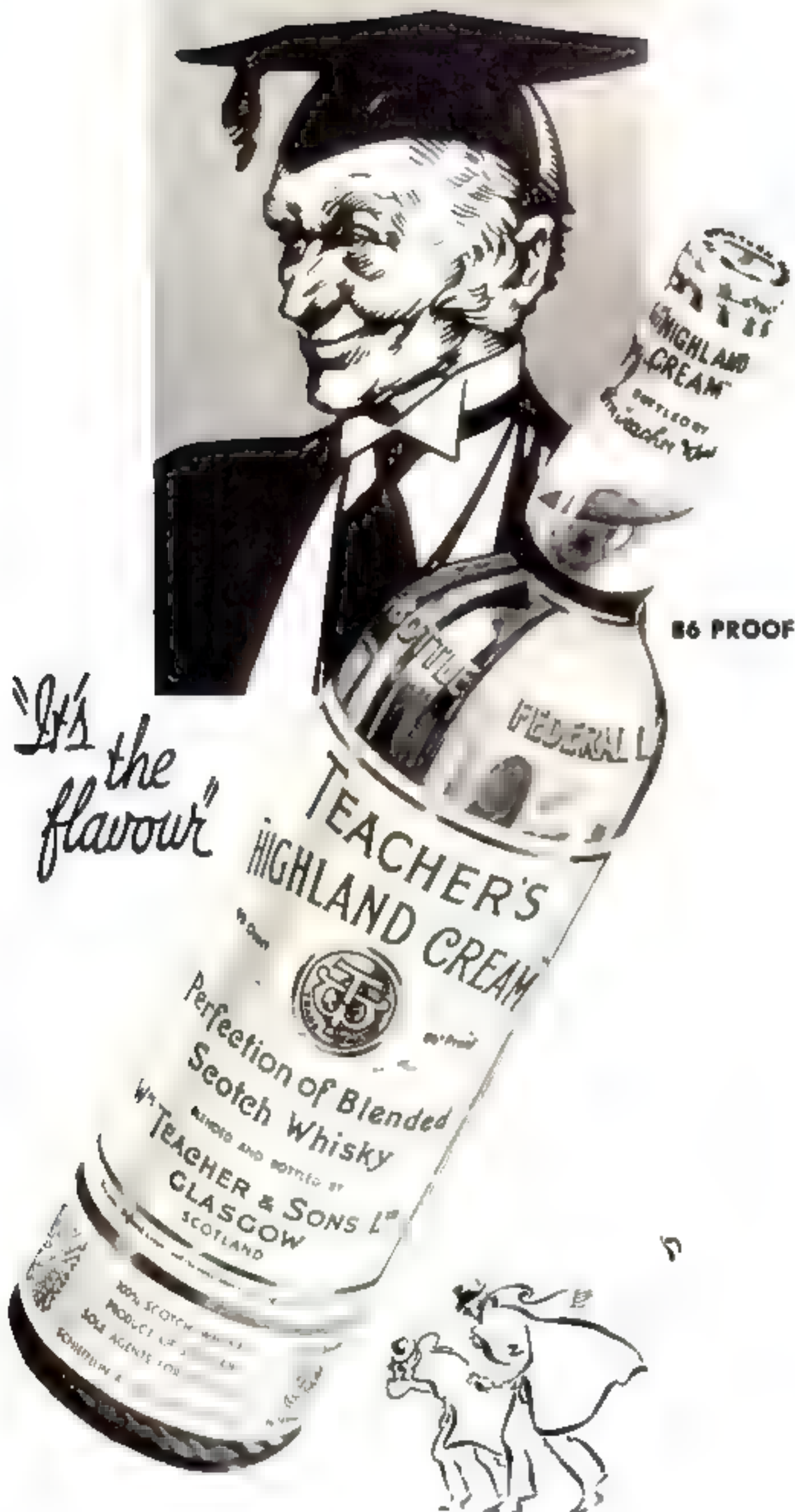
. . . the London Fire Brigade thinks it is ready, with the equipment shown below, to fight fire after the water mains have been broken. As demonstrated on Feb. 19 in Battersea Park, thousands of yards of hose are laid in the streets and through them water is pumped from the River Thames to small canvas relay reservoirs scattered around London.



AN ENGINE PUMPS WATER FROM ONE RESERVOIR TO ANOTHER



DOUBLE LINES OF HOSE CONNECT THE RELAY RESERVOIRS



Teacher's warmth is

welcomed, these days when cold winds bluster. It's mellow, mild and smooth. The brisk and hearty tang of it adds zest to fellowship. Teacher's is a good companion for the times you plan to remember.

Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow and London

SOLE AGENTS FOR THE UNITED STATES

Schieffelin & Co., NEW YORK CITY - IMPORTERS SINCE 1794

FREE!

Special 25¢ Bottle DRENE

The Amazing Shampoo that's Thrilling the Nation

WITH 35¢ Italian Balm



CAMPANA'S AMAZING

Gift Offer!

Here's a 60¢ value for which you pay only 35¢. The DRENE is a gift. You get both products for the price of one.

Think of it! You get a long-lasting, plentiful supply of Italian Balm, the Original Skin Softener—known throughout all America as a superior protection against chapped, rough, red and dry skin. And, in addition, you get FREE, a special 25¢ bottle of Drene, the sensational new shampoo discovery—not soap, not oil—that gives you billowy rich suds and lustrous hair.

Limited Supply— So Act Quickly!

This offer is strictly limited. It is available only in the Special Combination Packages shown above, and only a comparatively few of these have been made up—about one to every 250 families. When this supply is gone, there won't be any more.

Get your package quickly! See for yourself what a miraculous change Italian Balm will make in your skin—as compared with ordinary old-fashioned skin protectors. See with what magic it saves your cold weather skin discomforts and work with skin appearance will vanish. Experience the thrill of having the thorough protection that Italian Balm gives you against chapping and skin dryness. Discover how easily it keeps a youthful skin looking young and pretty. Better than 9 out of 10 women, who try Italian Balm, say that it is "quicker-acting" and "less expensive" than anything they ever used before.

TWO Products— For Price of Only ONE!

Try Italian Balm now—while you can get the plus value of a generous bottle of DRENE Shampoo absolutely FREE. Make your money do double duty. Get two products for the price of one!



WHILE THE
SUPPLY LASTS

Try DRENE Shampoo Makes Hair Shine Like Silver

It's no wonder that women everywhere are raving about this amazing, new liquid shampoo. Drene actually transforms dull, average-looking hair giving it a brilliance and lustre like soft, shiny silk. And this miraculous change takes place with a single application!

Drene is not oil, not soap. Scientists have developed a brand new kind of shampoo in Drene so different that they've patented the process by which it is made. It's not like anything you've used before. Drene makes a shampoo quick and easy.

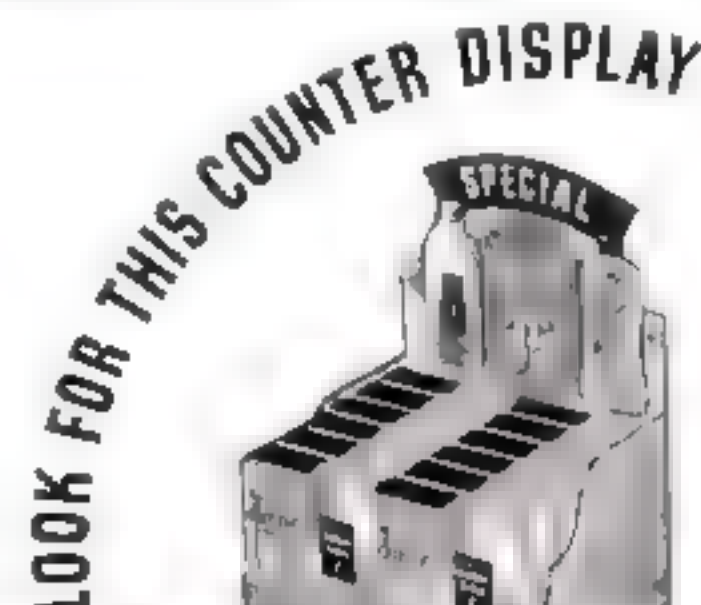
You wet your hair, apply a few drops of Drene, and instantly you get a glorious, billowy lather—so neutral, being neither acid nor alkali—that it's ideal for oily or dry hair. You rub the lather briskly in the hair and scalp, then rinse thoroughly—and what a result!

Hair shampooed with Drene becomes radiant, silky and smooth. Even bleached or dyed hair becomes more radiant, more natural looking. Embarrassing flakes of dandruff disappear in one washing. And remember—no special after-rinses are

Available only at
toilet goods coun-
ters in the U. S.

needed to beat the other Drene claims. Leave an Italian Balm on your skin to cover up what ails you.

Try Drene now. Get a special 25¢ bottle FREE with your purchase of a box of Italian Balm. The generous protector Italian Balm gives you is a long-lasting protection of the price of one. But don't wait. The supply is limited.



LOOK FOR THIS COUNTER DISPLAY

HURRY!

The supply of these specially priced 2-Product Packages is LIMITED—not more than one package to 250 families, on the average, have been made. Once sold—there'll be no more!



You are quite wrong. This is not an Hawaiian volcano erupting. It is Martha Raye, proud possessor of the largest oral cavity between Hollywood Boulevard and the Antipodes, giving voice to her emotions.



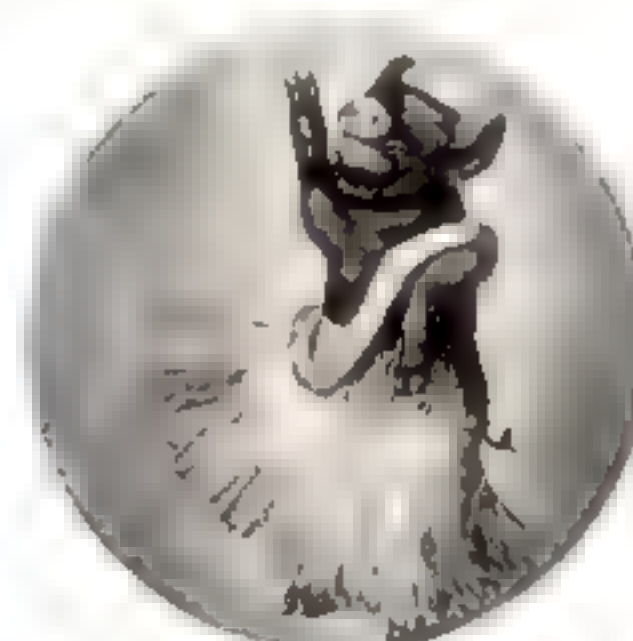
"Waikiki Wedding" gets under lei as thousands of natives swing into five Hawaiian hit songs fresh from Hollywood.

LIFE

Goes to a Party

"Waikiki Wedding"

FROM San Francisco's bridge-proud citizenry to Manhattan's sophisticates, the entire nation, including Vermont and Maine, voted Paramount's dude-ranch ribbing "Rhythm on the Range" most amusing picture of last spring. Stellar personalities who made it most amusing were Bing Crosby, Bob (Bazooka) Burns, Martha (Open Wider) Raye. Assembled again, this time amid grass lingerie and floral offerings of Pacific's pineapple archipelago, Hawaii, the same trio, plus velvet voiced Shirley Ross, top last year's vernal triumph with an hymeneal extravaganza of love, laughter and lyric languor (we cannot lei it on too thick)... "Waikiki Wedding".



Wafford, prominent authority on Pacific relations (he has thousands of 'em) demonstrates the hula, 1937 style.



The hula, Wafford insists, is merely a matter of mind over matter. After the third step, he admits, nothing really matters.



By these native Hawaiian lyricists, Ralph Ranger and Leo Robin, authors of such native ditties as "June in January" and "Love in Bloom"



Until you have heard Bing sing "Blue Hawaii" and "In a Little Hula Heaven" and given ear to Shirley Ross doing justice to "Sweet Is the Word for You", Life, as far as you're concerned, has been just another magazine...



Wedding March, Waikiki Style, as executed by those Hawaiian hula-billies, Martha Raye and Bob Burns.



Grass Widows at Wedding . . . Nu, just hucious to look at Shirley Ross and Martha Raye making hey hey the Hawaiian way with Messrs. Crosby and Burns.

Shaving Oddities

NO. 3



ORIENTAL OATH!

MOSLEMS SWEAR BY THE BEARD OF THE PROPHET. AFTER YOUR FIRST SHAVE WITH A GEM RAZOR AND BLADE, YOU'LL SWEAR BY GEM THE REST OF YOUR LIFE! THE TOPS IN QUICK, COMFORTABLE SHAVES!



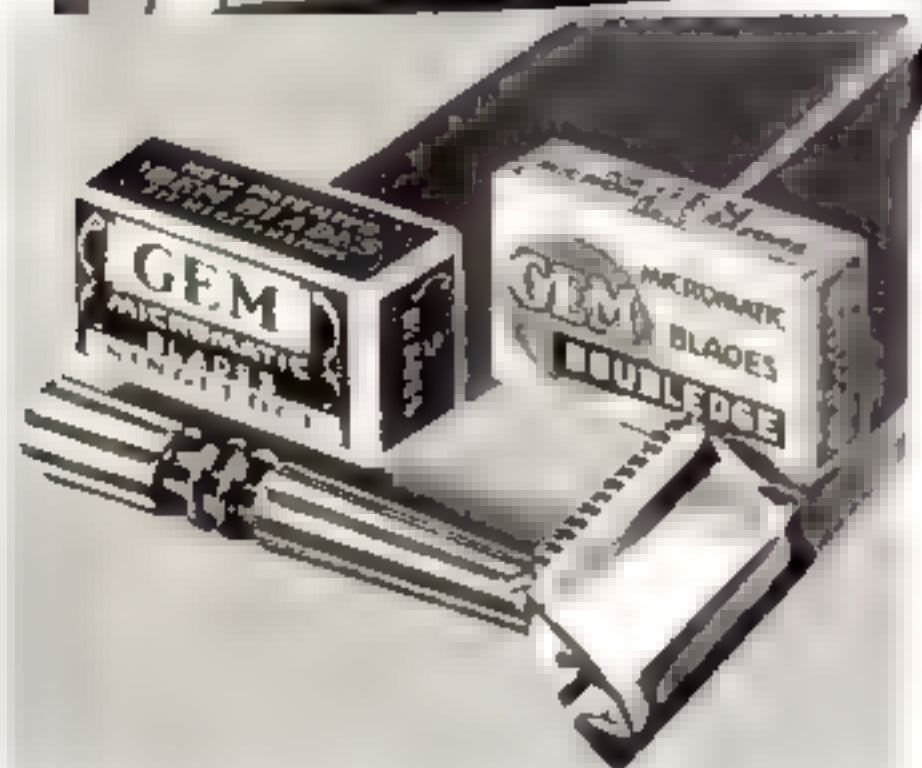
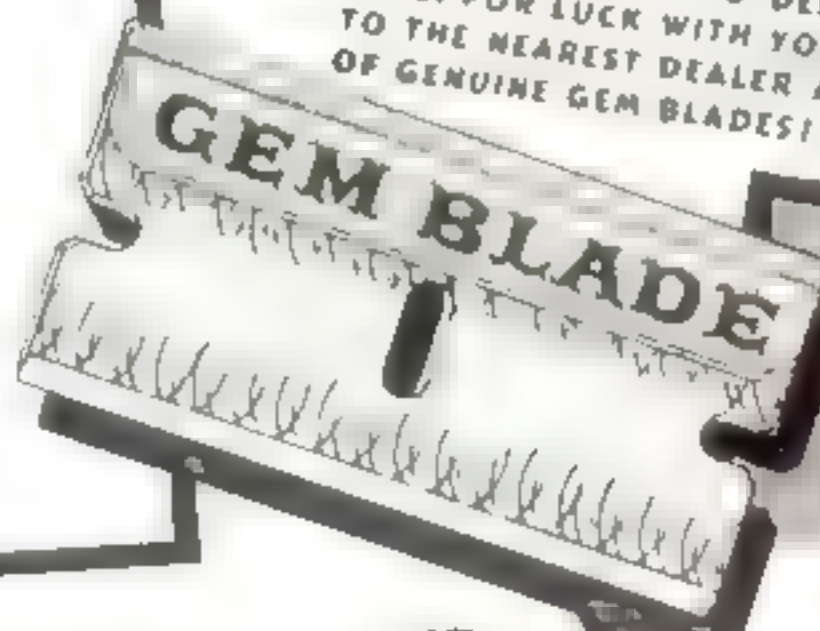
TRAVELING BEARDS!

YOUNG ATHENIANS WERE ADVISED TO CONSECRATE THEIR FIRST BEARDS TO APOLLO, AND MANY JOURNEYED TO DELPHI FOR THIS PURPOSE. FOR LUCK WITH YOUR BEARD, JOURNEY TO THE NEAREST DEALER AND GET A PACKAGE OF GENUINE GEM BLADES!



WAY OF AN EMPEROR!

DIONYSIUS, AN EARLY GREEK EMPEROR, SINGED OFF HIS WHISKERS WITH A HOT NUTSHELL. DON'T IRRITATE YOUR FACE WITH IMITATION BLADES. USE GENUINE GEM BLADES AND ENJOY COOL, REFRESHING SHAVES!



NEW HIGH! \$669,999 SHAVE!

THAT'S THE KIND OF SHAVE YOU GET WITH A GEM RAZOR! EXCLUSIVE GEM FEATURES COST US \$669,999: FACE-FITTING BEVEL WHICH FORCES YOU TO SHAVE WITH MASTER-BARBER'S EASY, GLIDING STROKE; DUAL-ALIGNMENT WHICH HOLDS BLADE RIGID AT 5 POINTS. A GEM BLADE IN A GEM RAZOR GIVES YOU BETTER SHAVES! PROOF: GET A \$1.00 GEM RAZOR WITH 5 BLADES FROM YOUR DEALER. OR SEND COUPON BELOW FOR SPECIAL 25¢ "PROOF" OFFER!



AFTER-THEATRE TEST!

8 A.M. HE SHAVED HIMSELF WITH A GENUINE GEM BLADE. 11:30 P.M. HE STILL PRESENTS TO HIS LADY AND A CRITICAL WORLD, A BLAND, SMOOTH, UNSHADOWED FACE! REASON: GEM MICROMATIC BLADES ARE SUPER-KEEN! THEIR 50% THICKER STEEL IS STOPPED 4840 TIMES FOR LONGER-LASTING SHAVES! PROOF IN COUPON BELOW!

SPECIAL "PROOF" OFFER
Gem Division, American Safety Razor Corp.
Dept. LIFE, Brooklyn, N.Y.
Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULAR \$1.00 CHROME PLATED GEM RAZOR. Here's my quarter stamp or coin.
PRINT NAME _____
STREET _____
CITY _____ STATE _____

GEM RAZOR and BLADES

You can't expect your Gem Razor to give perfect shaves unless you use genuine Gem Blades.

THE CAMERA OVERSEAS: THE DUKE OF NORFOLK BRINGS HOME A BRIDE



What it means to be an English Duke or an English Duke's bride is shown in these pictures. On Feb. 20, Britain's Premier Duke and Earl, Bernard Marmaduke Fitzalan-Howard, 10th Duke of Norfolk, 27th Earl of Arundel, Earl Marshal of England, brought his bride back to his principal family seat of Arundel. The little town around the Castle outdid itself in welcoming the pretty, blonde bride. The chief porter's daughter, Miss Irene Pretlove, gave the Duchess a bouquet. Their Graces' open carriage was drawn to the castle by 36 men of the local fire brigades. On Arundel Bridge it passed under the "WELCOME HOME" arch of laurel and fir seen above, while the church bells pealed and a band played *Sussex by the Sea*. The Mayor of Arundel made a speech trusting that the Duchess "will come to love your new home of Arundel." English papers wrote: "The Duchess' head of fair curls nestling around a little brown cap bobbed about trying to see everything" and agreed that both bride and groom looked singularly contented. As the carriage entered the Castle grounds, the Norfolk standard was broken out. Afterwards 400 tenants and employees toasted the couple in the great servants' hall.

Norfolk is the inbred product of England's greatest non-royal family, the Catholic Howards, and is in supreme charge of the Coronation May 12. To Norfolk's Protestant retainers the fact that his bride is not yet a Catholic is vastly less important than that she is supremely healthy, normal and English.



THE CAMERA OVERSEAS: COMMISSARS BURY A COMMISSAR

ANTIPOV MIKOYAN

ZHDANOV ORDZHONIKIDZE

ANDREYEV

VOROSHILOV

KAGANOVICH

STALIN

MOLOTOV





The dead man (left and below) was until Feb. 18 the hardest working man in the Soviet inner circle shown above, and all Russian leaders work harder than any other Government officials in the world. He was Grigoriy K. ("Sergo") Ordzhonikidze, 50, Commissar for Heavy Industry. Since 1930 he has lashed two Five-Year Plans into effect, strewn gigantic dams across Russia, ground out a tide of tractors and trucks for Russia's farmers, ripped unprecedented hoards of metal out of Russia's earth. On Jan. 29 his assistant, Grigoriy Ptukhov, was condemned to death for Trotskyist sabotage. On Jan. 22, thirteenth anniversary of great Lenin's death, the remaining high command posed for the picture above in Moscow's Bolshoi Theatre. As usual, "The Big Four" of Russia modestly stood in the second row: Ordzhonikidze, Defense Commissar Voroshilov, Dictator Stalin and Planning Commissar Valerian Ivanovich Mezhlauk. On Feb. 18 there issued from the great,

grey Kremlin where Ordzhonikidze lived, a curt statement that he had died of "Paralysis of the Heart." Official cause: Overwork. Rumored cause: poison, in revenge for the execution of well-loved Vice Commissar Ptukhov.

All the Soviet leaders took turns standing watch day & night over his body (left, hair dyed by the embalmer), as thousands shuffled past in Moscow's Hall of Columns. Below, left, are Voroshilov and Stalin; below, right, their "front-men," bearded Kalinin, President of the Central Executive Committee, and Molotov. Stalin maintained a face of stone. Like Stalin, Ordzhonikidze was a Georgian. And both were the same sort of man of action whom Lenin disliked and who now rules Russia.

On Feb. 25 Stalin named Ordzhonikidze's successor: Mezhlauk, shown at right with Engineer Col. Hugh Cooper. An admirer of U.S. industry, Mezhlauk is expected to revive the use of U.S. men and machines in Russian industry.



THE CAMERA OVERSEAS: FOUR NATIONS KEEP FIT IN FOUR WAYS



The Chinese Government, which has the opium monopoly in China, also has some thousand free hospitals to cure drug addicts. The scenes shown above took place in the Chapei Anti-Opium Hospital in Shanghai's native

quarter. Until 1935 it was an empty silk factory. Since then it has "cured" 6,000 men, of whom 60% applied voluntarily. The rest were dragged in by police. Women addicts are treated elsewhere. Incurables are supposed

to be executed but usually only those taking non-Chinese heroin and morphine are shot. Total last year was 848. Favorite treatment is injection of a serum taken from an artificially raised blister on the patient's chest.

A GREAT ITALIAN DOCTOR VISITS FRENCH CHILDREN



French moppets in a new Government health kindergarten were visited by a great Italian, Dr. Aldo Castellani. Seriously called "The Man Who Won the Ethiopian

War," he did it largely with a vaccine he had discovered for cholera, typhoid and paratyphoid while employed by the British Colonial Office in Uganda and Ceylon. He

has a British knighthood which Mussolini topped with the title of Count of Kisymaio. On March 4 he arrived in the U.S. to lecture at Louisiana State University.

THE GERMANS HAVE COEDUCATIONAL TROUBLE



An agonizing problem to German fathers and mothers is the Nazi Government's insistence that their daughters engage in semimilitary exercises with their neighbors' sons, at the Hitler Jugend and peasant youth camps. The girls and boys keep fit but the girls have begun to produce illegitimate children at an alarming rate. To soothe the parents, the Government has recommended that Germans view illegitimate births with more tolerance.

THE ENGLISH HAVE LUNG TROUBLE

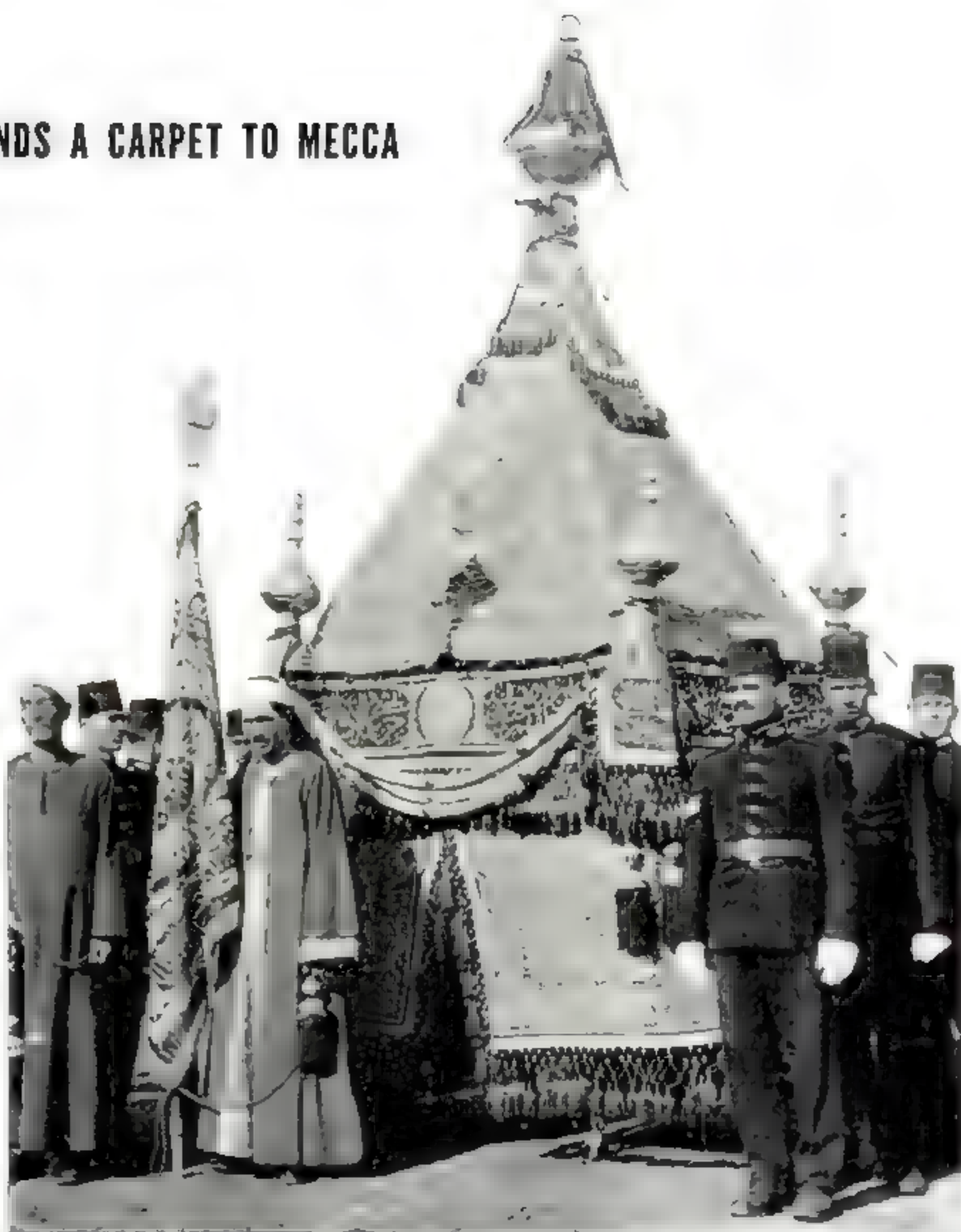


Around sun lamps provided by the British Government in London clinics, little English girls obey the order to raise their arms to get the full benefit on their weak chests of the ultra-violet rays. Tuberculosis, influenza and pneumonia kill more people in wet, foggy England, Scotland and Ireland than any cause except cancer.

THE CAMERA OVERSEAS: EGYPT SENDS A CARPET TO MECCA



The strange object shown on these pages is the Mahmal, the pyramid-shaped litter supposedly sent to Mecca by Egypt's notorious 15th Century Queen Shagar-ed-Durr ("Pearl Spray"). Every February until 1920 a giant camel carried the Mahmal overland from Cairo to Mecca. Behind it other camels bore a great black carpet to cover the shrine of all Moslems at Mecca, rich grain and money gifts to the Arab poor. In 1920 the Mahmal's military escort clashed with the fanatic Puritan Wahabi warriors of Mecca. The Egyptians killed 25 Wahabis. The pilgrimages stopped. On Feb. 10, by treaty, the pilgrimages were resumed without military escort. And the Moslem world was nearer a united front than it had been since the 16th Century.





The Mahmal gets under way (*below*) while all Cairo scrambles for observation posts (*above*). The giant camel partakes of the sanctity of its burden, loafs the rest of the year. In the picture below, the Mahmal is rocking on the back of the camel, while Egyptian cavalry and infantry stand at attention and five flute-players ride on five camels in the Mahmal's wake. The second camel carries the

sacred green banner and the third is a spare. The procession made seven circuits of the parade grounds. In past years the caravan went all the way to Mecca by foot. This year it went by train to Suez, by steamer to Jeddah, by automobile the last lap to Mecca, arrived Feb. 19. Reason was that the Egyptians had agreed to omit the usual military escort and band, trust to Saudi Arabia's

King Ibn Saud for protection against bandits. But no Moslem Arab would dare rob the Mahmal caravan, for fear of Allah's eternal anger.

Destination of the caravan is the Great Mosque in Mecca. There the Egyptians hand over the great black brocade carpet to cover the sacred stone house. Poor Egypt has most of the cash in the Moslem world while Arabia has all the sanctity.



THE CAMERA OVERSEAS: (continued) THIS IS MECCA AND ITS SHRINE



Five times every day 200,000,000 Moslems get on their knees, bump their foreheads on the ground toward the white city on the edge of the Arabian Desert, shown

above. This is Mecca, sacred city of Islam. The black cube in the centre is the black-draped Ka'ba, a rude, stone building built first in pre-Christian times. The Great

Mosque of Mecca is the whole courtyard, surrounded by the colonnade. Christians are not supposed to get near enough to see, much less to photograph, this scene.

BUDAPEST ALSO BOWS TOWARD MECCA



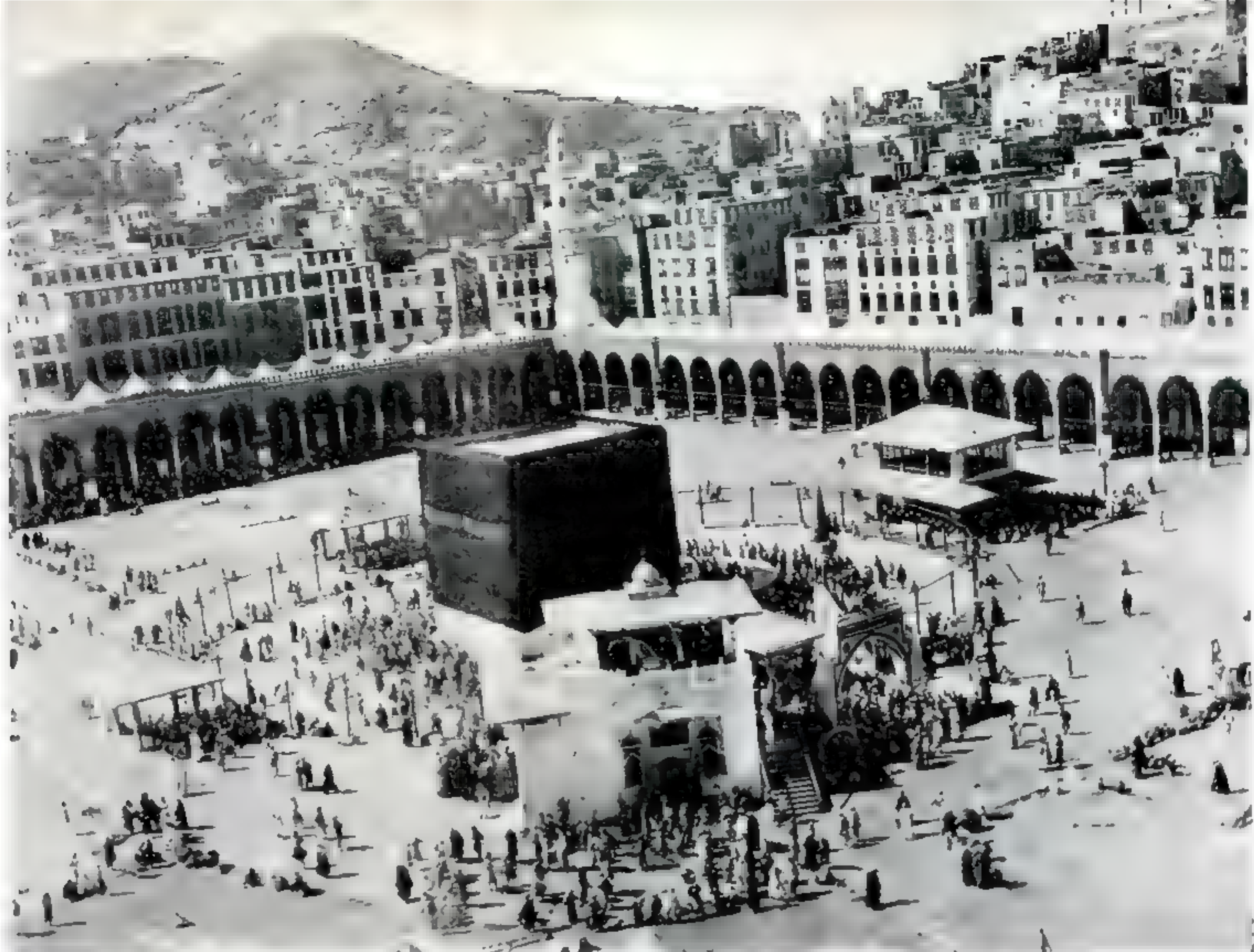
How potent is the Moslem religion is shown by the map above and the pictures at right. The high tide of Mohammed's spiritual empire occurred during the 10th Century when Budapest, now the capital of Christian Hungary, was the European outpost of Islam. A century earlier Spain was ruled by Moslem Moors and in 1571 Don John of Austria saved Europe from the Turks in the great sea battle of Lepanto. Today Christians are undisputed masters of the Moslem world but a Holy War of the world's 200,000,000 Moslems would be a disaster for the British, French and Italian empires. That the Egyptians and the Saudi Arabians were at last getting together Feb. 11 in the Mahmal rite shown

on pp. 60 and 61 gave these Christian Governments grave anxiety. Today Mohammed rules the souls of people who populate nearly half the surface of the Eastern Hemisphere. They include 77,700,000 Indians, 11,000,000 Afghans, 15,000,000 Iranians, 1,275,000 Saudi Arabians, 3,500,000 Syrians, 2,000,000 Iraqis, 800,000 Palestine Arabs, 300,000 Transjordanians, 10,000,000 Turks, 13,000,000 Egyptians and more millions in the British, French, Italian and Spanish African empires. All these spend their lives dreaming of a pilgrimage to the city shown at the top of the page: Holy Mecca.

The black-draped shrine in the centre of the Great Mosque recognizes its Moslem empire in the names of its corners. The southeast corner, where the sacred Black Stone is fixed, is called the Black Corner. The others are named for the Arab kingdoms toward which they approximately point, the northeast is the Iraq corner, the northwest the Syrian corner, the southwest the Yemen corner for the tiny principality of Yemen now dominated by Saudi Arabia's King Ibn Saud. The Arabs snub such Moslem outlanders as the Egyptians and, of course, the 200 Budapest Moslems killing a ram at the right. On Feb. 21 these Hungarians celebrated the Great Feast of Sacrifice at the tomb of their saint, Gul Baba, Father of Roses, a secondary shrine of Islam.



Budapest's Multi Durics Hussein Hilmi Effendi prayed Feb. 21 over the rug-covered coffin of Saint Gul Baba.



Mecca has been a sacred place for longer than written history remembers, because of some event or legend that Man has forgotten. In the super-sacred black-draped building

above, the super-super-sacred object is a black volcanic or meteoric rock fastened in the southeast corner (nearest the reader). Most of the pilgrims inside the circular fence

are weeping. The Black Stone was supposed to have been given to Abraham by the Angel Gabriel in Hebraic days. The object of a pilgrimage to Mecca is to kiss it.



A ram for sacrificial slaughter was led into the Budapest mosque by children of Moslem bigwigs of the city.



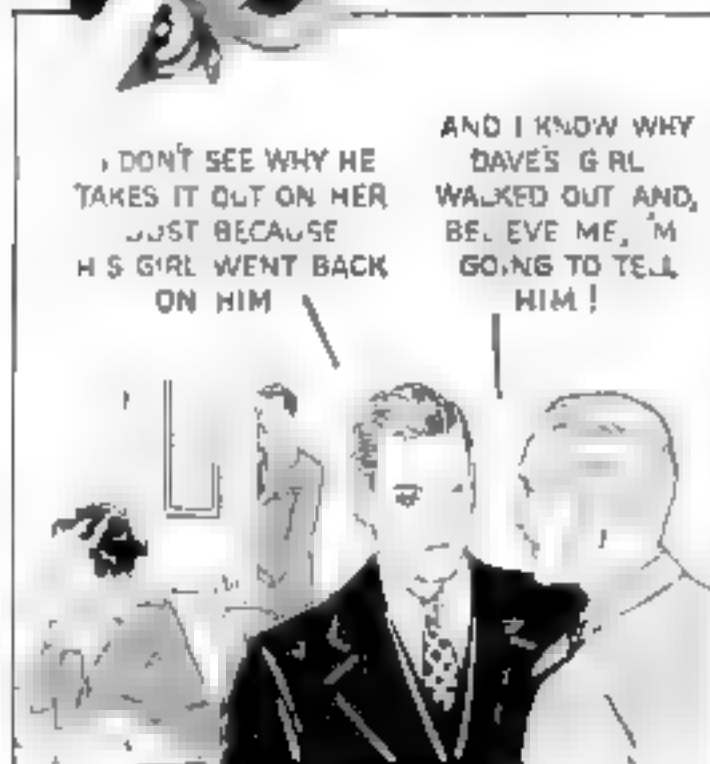
The ram gets nervous as the Mufti (right) grabs its horns and the aproned man with the knife sizes it up.



The dead ram makes Budapest's Moslem congregation feel they have won credit in the eyes of Allah, their God.

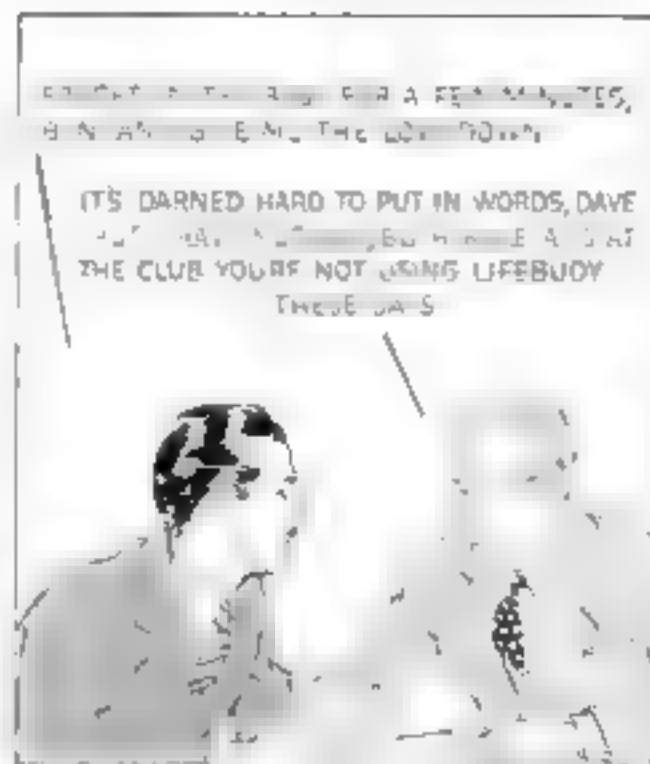


*I know plenty
ABOUT THE BOSS*



"I DON'T SEE WHY HE TAKES IT OUT ON HER JUST BECAUSE HIS GIRL WENT BACK ON HIM"

"AND I KNOW WHY DAVE'S GIRL WALKED OUT AND, BELIEVE ME, I'M GOING TO TELL HIM!"



"IT'S DARNED HARD TO PUT IN WORDS, DAVE, BUT I'VE GOT THE CLUE YOUR NOT USING LIFEBOUY THESE DAYS"



"THERE'S A SPECIAL PURIFYING INGREDIENT IN LIFEBOUY THAT'S NOT IN ANY OTHER WELL-KNOWN TOILET SOAP. LIFEBOUY STOPS 'B.O.'"

"IT'S SURE REFRESHING!"



"B.O." GONE... Romance flourishes

"I DROPPED IN TO TAKE YOU TO LUNCH"

"MY, YOU TWO ARE GETTING ALONG THESE DAYS"

"HE THINKS: BEN, YOU'LL GET A RAISE FOR THIS"

For skin-beauty!

KEEP that young-girl freshness of skin that forever captivates! Use Lifebuoy regularly. It's gentle... It's thorough. It tones, smooths, brings fresh, natural glamour to your skin... For that same purifying ingredient in the lather which stops "B.O." also makes the soap milder. "Patch" tests on the skins of hundreds of women... all types... show it's over 20% milder than many so-called

"beauty soaps" and "baby soaps." Baby your skin with Lifebuoy!

Don't overlook this fact: Winter clothing and warm rooms increase danger of "B.O." Bathe regularly with Lifebuoy—it penetrates, stops this menace to success and happiness.



Approved by Good Housekeeping Bureau

YOU GET 120 TO 150 SHAVES IN THE BIG RED TUBE



"YOU'LL HAVE TO SHAVE, DEAR, WE'RE GOING TO EDNA'S PARTY TONIGHT"

"YOU KNOW HOW TENDER MY FACE IS, VI! CAN'T STAND TWO SHAVES A DAY"



"THE DRUGGIST SAYS YOU NEED LIFEBOUY SHAVING CREAM. IT'S LOT'S Milder THAN OTHER LEADING SHAVING SOAPS. MORE SOOTHING, TOO"

"VI, WITH LIFEBOUY LATHER'S SWELL! EASY ON MY SKIN STAYS WET, TOO, KEEPS MY BEARD SOFT. NEVER HAD A SMOOTHER, GENTLER SHAVE!"



Send for a FREE Trial Tube

For real shaving comfort day in and out, try Lifebuoy Shaving Cream. Get it at your druggist's. Or write Lever Brothers Co., Dept. A-243, Cambridge, Mass., for a Free 12 day tube. Offer good in U.S. and Canada only



52% MOISTURER THAN ORDINARY LATHERS

Private Lives



EX-PREMIER BROWNLEE

Two and a half years ago, an Alberta jury decided that because John Brownlee, 49, had seduced Vivian MacMillan, 22, he should pay her \$10,000. Mr. Brownlee was Premier of Alberta. He had got Miss MacMillan a job, had taken her to live with him and his sick wife and had persuaded her to yield him her honor. The judge who tried the case disagreed violently with the jury. He dismissed the \$10,000 award on the ground that Miss MacMillan had not been that much damaged. The case was carried to the Canadian Supreme Court which has ruled that Mr. Brownlee, who resigned as Premier because of the scandal, should pay the \$10,000.

In 1934, Roxanna Gloris Spreckels sued her sugar-hair husband, John D. Spreckels III, for divorce, asking \$1,000 per month alimony and a lump settlement for the child she was expecting. She later dropped the suit. In 1933, Mr. Spreckels went to Reno, got a divorce which was later set aside. Then Mrs. Spreckels sued for separate maintenance, later changed her mind

and asked for a divorce. The divorce and \$500 a month were granted her. The baby was granted \$100 a month. Now Mrs. Spreckels is suing her husband again, this time for \$300 a month allowance for their daughter. She says Mr. Spreckels can well afford it because he has lost \$50,000 betting on horses in the past three years.

While an alert and unauthorized photographer from the Philadelphia Record sneaked the unusual wedding ceremony picture below, Henry Latrobe Roosevelt was joined in marriage to Vera Felicity Story. The bridegroom (Princeton, Class of 1931) is the son of the late Henry Latrobe Roosevelt who, like his third cousin,



ROXANNA SPRECKELS

the late Theodore Roosevelt, and his fifth cousin, Franklin D. Roosevelt, was Assistant Secretary of the Navy. The bride's father was Julian Story, portrait painter. Julian's father was William Wetmore Story, noted sculptor.



THE ROOSEVELT-STORY WEDDING

Smart people don't drive dull cars

*You can't look smart
if your automobile
lacks polish*



Fit yourself right into this picture. Imagine how you would look if, attired in the smartest fashion, you stepped out of your spotless home and into a dull, dingy-looking car. Thousands of well-dressed, self-respecting men and women are thoughtlessly guilty of this. They do not realize that a shabby automobile reflects carelessness or indifference in personal habits—that is, if its finish can reflect anything.

Nowadays, it isn't much trouble to keep your car shiny and lustrous all the time. Tumbler discovered that the real cause of motor car



dullness is *Finish Oxidation*. It is the very same action of the elements that makes iron rust, causes your finest sterling silver to tarnish and dulls the richest lacquer or enamel jobs. Many car owners think it's "incurable".

But Tumbler has developed cleaning and polishing liquids that do the job *scientifically* with little or no effort. Now you can either keep your new car looking as new as the day you bought it, or you can restore the bloom of youth to a car that has become dull and shabby-looking. The Tumbler Auto Beauty Process does this safely, quickly and economically. It retards *Finish Oxidation* and for this reason is especially recommended for use on brand new cars. For older cars, it revives the deadened finish by restoring essentials lost through *Finish Oxidation*.

Tumbler is positively thrilling to use. Take advantage of our liberal offer shown at left. Make the "fender test". If your dealer doesn't

have Tumbler, send us his name with \$1.25 and we will ship you the kit direct. Made by J. A. Tumbler Laboratories, Baltimore, Maryland, and J. A. Tumbler Laboratories, Ltd., Toronto, Canada.



The Tumbler Auto Beauty Kit contains 2 large cans: (1) *Haze Remover*—a scientific liquid that safely and quickly removes *Finish Oxidation*; and (2) *Brilliant Polish*—a scientific liquid that restores new car lustre and retards *Finish Oxidation*.

MAKE THE FENDER TEST



Get the Tumbler Auto Beauty Kit pictured at right. Put this scientific process "on the spot"—on any small spot on your car's fender. Follow simple directions and see how quickly the brilliant lustre is restored with little or no effort on your part. If not the easiest and most efficient polish you ever used, return the kit to us with your sales slip and we will refund full purchase price.

TUMBLER

AUTO BEAUTY PROCESS

STOP ME
... if you've heard
this one



the KLEENEX HABIT

saves noses
during colds

● Nothing more tragic than a sore nose during a cold—nothing more soothing than the Kleenex Habit! It's kind to your nose, and at the present low price these tissues save your money as they reduce handkerchief washing. Put aside your handkerchiefs and adopt the Kleenex Habit the instant sniffles start.

Here's a habit that's good for everyone! For Kleenex tends to retain germs, thus checks the spread of a cold through the family. Use each tissue once—then destroy, germs and all.

Keep Kleenex in Every Room
And in Your Car, too

To remove face creams and cosmetics... To apply powder, rouge... To dust and polish... For the baby... And in the car—to wipe hands, windshield and greasy spots.



No waste! No mess!
Pull a tissue—the
next one pops up
ready for use!

KLEENEX

A disposable tissue made of
Cellucotton (not cotton)

Private Lives (continued)



MRS. BINGHAM, HER SEVEN SONS, HER HUSBAND: 15 YEARS AGO

tor and famed friend of Robert and Elizabeth Browning. William's father was Joseph Story, youngest man ever made U. S. Supreme Court Justice. He was appointed in 1811, when he was 32, served until 1845.

In 1880 Alfreda Mitchell, member of the rich Tiffany jeweler family, married Hiram Bingham, son of one missionary, grandson of another. Alfreda Bingham bore seven sons to her husband who, a history professor at Yale, worked his way up through Connecticut politics until, in 1924, he was elected U. S. Senator. He served for eight years in the Senate, winning the outspoken dislike of fellow Senators who found his air of intellectual superiority highly objectionable. In the meantime, the Bingham children grew up. The youngest has turned 23. Now white-haired Mrs. Bingham has turned up in Reno with the apparent intention of divorcing her white-haired husband, whom society gossips suspect of planning to remarry.

The main attraction on the program at the annual dinner given by the Women's National Press Club in

Washington was a satirical sketch showing Eleanor Roosevelt conducting a sit-down strike against overwork. A competing attraction was Evalyn Walsh McLean, author of *Father Struck It Rich*. This wealthy Washington woman was not on the program but all the guests eyed her



THE HOPE DIAMOND

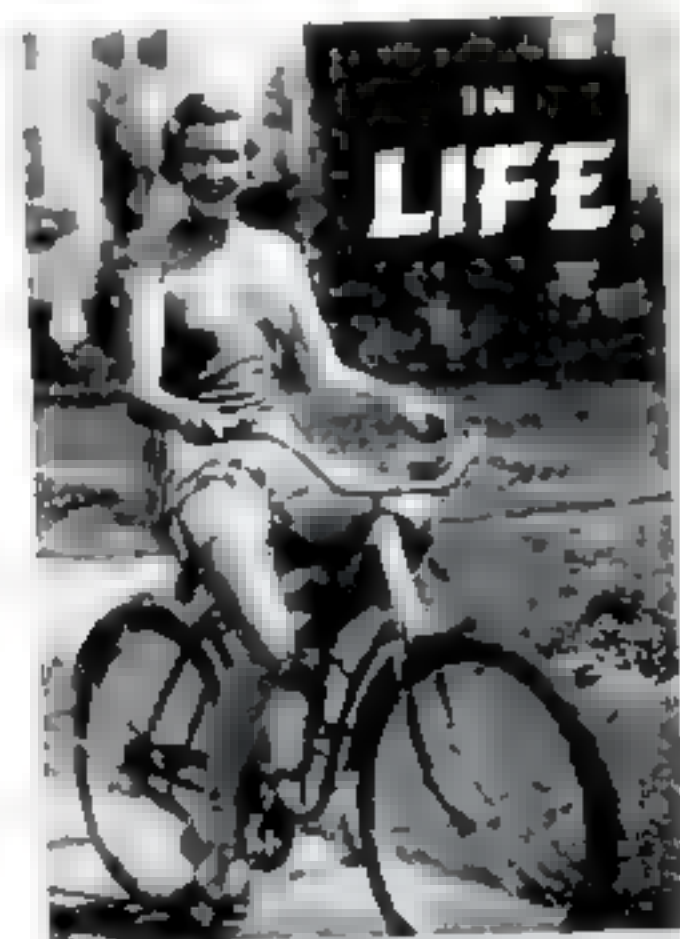
because she wore, along with a mass of gems, her famed *Hope Diamond* (44½ carats). A few years ago she wore this dazzling stone publicly in Russia "to give the poor dismal Russians a thrill."



MR. AND MRS. DAVID SWOPE

Gerard Swope had a busy week. As president of General Electric Co., he announced that G. E. would negotiate nationally with John L. Lewis' Committee for Industrial Organization. As a good father, he went to Boston to be best man at his son's wedding. David Swope married Sarah P. Hunsaker whose father, Jerome Clarke Hunsaker, is head of the Department of Mechanical Engineering at Massachusetts Institute of Technology, and one of the country's leading aeronautical engineers. One of the bridesmaids was David Swope's older sister, Henrietta, crack astronomer at Harvard Observatory.

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LIFE'S PICTURES



Valentino Sarra, who photographed U. S. Steel Corp.'s Gary, Ind. works (see page 17), specializes in industrial pictures of the automobile. His photographs of the Studebaker plant appeared in LIFE March 8; his six-page spread of the New York Automobile Show was a memorable feature of TIME, Nov. 10.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 6, 7, 9—WM. VANDIVERT, DOROTHY KNISK, FRANK M. MOORE, BILLY RILEY
- 13, 14—EISENSTADT-PIX
- 15—EISENSTADT-PIX etc. top fl. LUKS SWANK
- 16—MARGARET BURKE-WHITE
- 17—VALENTINO SARRA EISENSTADT-PIX
- 18—RUSSELL ATKINS—KEY, BURKE-WHITE, GRIFFIN, BLANK-STOLLE—EISENSTADT-PIX, INT
- 19—RUSSELL ATKINS—H & E, W. W.
- 20—MARGARET BURKE-WHITE
- 21—MARGARET BURKE-WHITE etc. top fl. RUSSELL ATKINS
- 22—P. I.—INT.—ACME etc. etc. INT.
- 23—ACME etc. etc. W. W.—RALPH AMBURY—ROCHESTER Democrat & Chronicle
- 24—PAUL DUNN—INT., ACME
- 25—REX HARDY JR. etc. top fl. W. W. and bot fl. LOS ANGELES Times SYNDICATE
- 26, 27, 28, 29—TWENTIETH CENTURY-FOX
- 30, 31—MRS. ROOSEVELT & Ladies' Home Journal
- 32—MRS. ROOSEVELT & Ladies' Home Journal etc. top fl. U. & C.
- 33—MRS. ROOSEVELT & Ladies' Home Journal
- 34, 35—P. I.
- 36—VANDANIM
- 37, 38, 39, 40, 41, 42—CROWN COPYRIGHT RESERVED. COLOR PHOTOGRAPH BY VIVEX FROM P. I.
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- 54—PACIFIC PRESS—P. I.
- 55—P. I. W. W.
- 56, 57—W. W.
- 58—W. W. TOBIAS MOSS, P. I.
- 59—W. W. P. I.
- 60—ACME etc. etc. INT
- 61—ACME THOR D. McAVOY—STAN-ART PHOTOS
- 62—VALENTINO SARRA
- 63, 64—CAROLA RYNT
- 72, 73, 74, 75—PETER STACKPOLE
- 79—J. H. DENVER State Journal

ABBREVIATIONS: BOT BOTTOM; CEN., CENTRE; EXC., EXCEPT; INT., INTERNATIONAL; L., LOWER; LT LEFT; P. I., PICTURES INC.; RT., RIGHT; U. & C., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD. *FOR FURTHER INFORMATION CALL LIFE'S PICTURE BY BUREAU

ESCORT

The ladies will glance admiringly, the men enviously—You'll hear whippers, "who is he?" **DISTINGUISHED—that's the word \$5** for this high-spirited Portis Hamburg.

Get the Escort at your men's wear store. Other Portis styles, \$3.85, \$5 and \$7.

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LIFE'S READERS ASKED FOR IT:



Bowler and cigar had best be disposed of before removing coat and trousers.



The overhead shirt technique is definitely vulgar. Don't use a lamp as hatrack.



Portly exercisers like the one above should do their stuff behind bathroom doors.

Many readers wrote to LIFE about the pictures of the Allen Gilbert School of Undressing for Women. (For samples of their letters, see LIFE, March 8.) Some were shocked. Others were angry. Still others were amused. But a great majority of them expressed a desire to see how a man should undress. Attempting to satisfy their curiosity, LIFE presents on these two pages some pictures showing various methods, some good, some bad, of male disrobing. Professors in no school of undressing, these two male strippers have no educational mission, are going through their routine from no desire to please or displease a watching wife but simply to show you how the other half does it. Whereas a man took the pictures of the women undressing at the Gilbert School, LIFE had a woman, able Carola Rust, take these pictures of men undressing. Thus the score of the sexes is kept even.

Revolting to any right-minded person, the male undresser shown above is frankly a comedy character, complete with derby, cigar, and paunch. In his person are combined all the slovenly and clownish habits that can make masculine undressing anything but lovely. At home in a Pullman smoker or at a stag convention, you may be sure that when the last *Sweet Adeline* has been sung he lurches home, throws off his clothes in an untidy heap, scratches himself at length, tumbles into bed without brushing his teeth. His grotesque attempts at setting-up exercises (left) seem to have no visible effects on his disgraceful figure. On opposite page, bottom, his more sightly fellow sheds his garments with dignity and charm.

HERE'S HOW A MAN UNDRESSES



A hideous climax of slovenliness is here reached with the overhead shirt movement.



Scratching yourself is a cardinal bedroom DON'T. Yet many men break this rule.

THE MAN BELOW IS UNDRESSING WITH DIGNITY AND CHARM



This Adonis, who is carefully folding his trousers, his shoes neatly removed, is a perfect undressing type.



His shirt properly unbuttoned, he avoids the dreadful snarls which characterize the buffoon at top of page.



Halfway in pajamas, he yawns triumphantly, conscious that his undressing for the evening has been expertly done.



LaSalle's newness is real news. For LaSalle is now Chicago's newest hotel. There's style, and richness in the new bars, restaurants and lounges; there's streamlined smoothness in the new elevators; there's colorful, cheerful comfort and contentment in the ultra-modern rooms and suites. The food is always good—the service is always foremost in friendliness. You'll like LaSalle Hotel—and we'd enjoy having you stop here!



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Vol. 2, No. 11

LIFE

REG. U. S. PAT. OFF.

March 15, 1937

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THE FRONT COVER IS A PHOTOGRAPH OF THE CORONATION THRONE IN WESTMINSTER ABBEY FROM PICTURES INC.

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CHATEAU

Excerpt from a letter to LIFE

TIME hits the bell again—LIFE is pictorial fascination. There ought to be a law against it being delivered to subscribers until after office hours . . . For once, I am going to keep a file because the pictures ought to be even more interesting several years from now.

KENNETH FAXON
Attorney
Brownsville, Texas

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The new Allen's Foot-Ease is the most powerful foot exerciser ever devised. It is a simple, compact, and easy to use device. It is made of strong, durable material and is designed to give you the most effective foot exercise in the world. It is the only device of its kind that can be used by anyone, at any time, and in any place.

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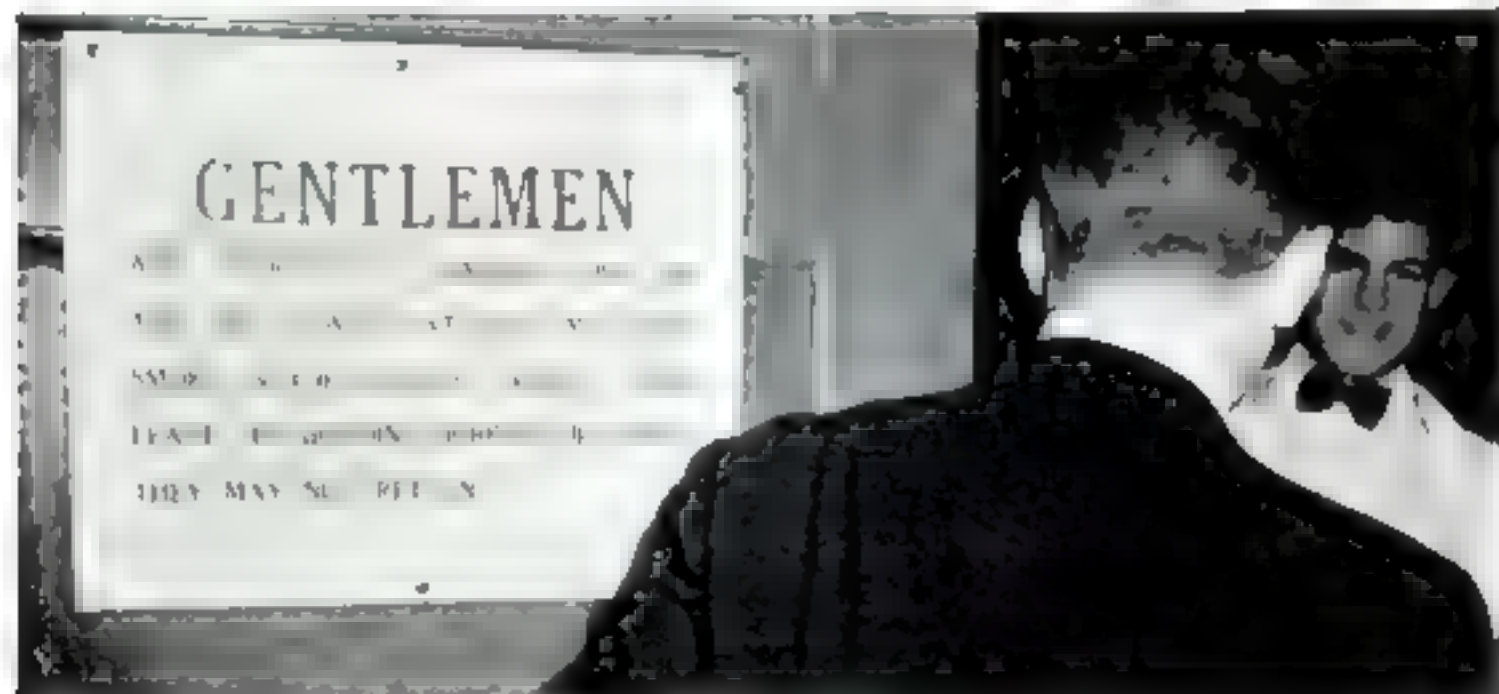
INFORMATION OFFICE

665 FIFTH AVE., NEW YORK

Life Goes to a Party

At a girls boarding school in Greenwich, Conn. which lasts until 12:30 a. m.

Founded 47 years ago in Connecticut by Miss Caroline Runtz-Rees, Rosemary Hall has long been a top-notch U. S. girls boarding school. To its annual dance held Feb. 20, 37 fifth and sixth form girls invited 76 boys from such places as Yale, Princeton, Harvard and Exeter, dispensed agreeable Greenwich hospitality at a three-hour dance which began at 9:30 p. m. and included an 11 o'clock supper. Shown on these pages enjoying the evening's fun are some of the girls, ranging in age from 15 to 18, and their male guests, ranging from 17 to 24. Hostesses and committeewomen of tomorrow, Rosemary Hall's upperclassmen made all plans for the party themselves, including choosing a dance committee, arranging for the decoration of the school dining room in which the dance was held, and picking the orchestra—Ed Wittstein's from New Haven. So well-organized were the girls' plans that the faculty, to whom they were submitted for approval, found nothing to be changed.



Sitting on the stairs (left, top), girls too young to be allowed to attend the dance peck down through the banisters, scamper away when the boys look up at them. At left, above, the school secretary checks the guests in at the entrance. The dance was a program affair, with legal cutting-in during the encores and a good deal of illegal cutting-in during the main numbers. Most of the girls wore gardenia corsages. The fruit punch (above) proved to be very popular.

Rosemary girls like the pair shown on this page come from good well-to-do families. Because of their exemplary behavior their annual dance, usually over at midnight, was extended until 12:30 a. m.



A belle of the ball is the Rosemary Hall girl at right in the elaborate tulle dress with *hoof* skirt. After a bout with mid-year exams, she finds it a happy relief to come with a Yale man.



*Have you eyes that dream
of the "good old days?"*



The eyes of
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No need to dream of the
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Life's Party (continued)



A few Greenwich adults, mostly connected with the school, watch the decorous going-on from the side lines. At right is Mrs. Vera E. Loveridge, Rosemary's supervisor.



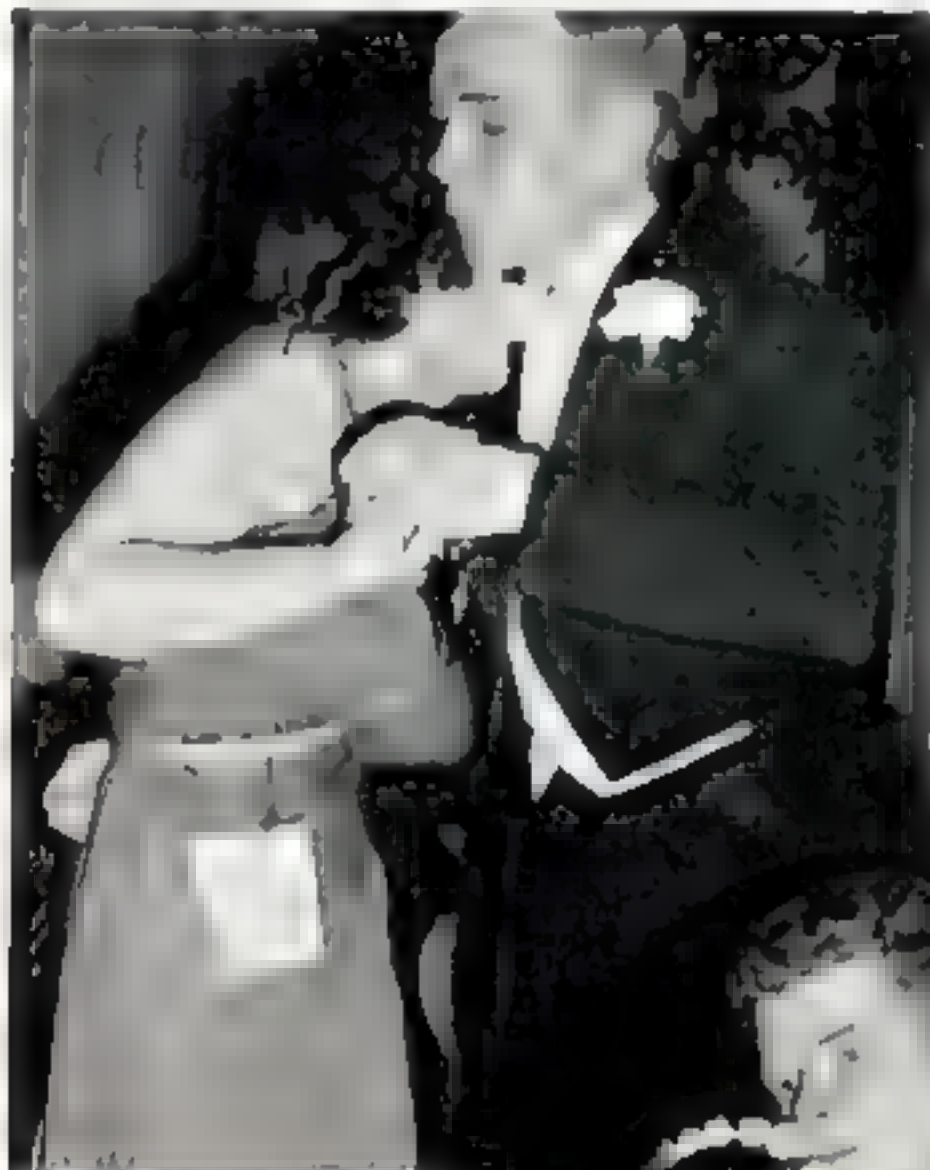
Gardenias are the order of the evening for Rosemarys at their annual dance. Among the male guests, the white tie contingent outnumbers the black tie about three to one.



On the wrist of every girl on the dance committee are gardenias. At head of receiving line above, extreme right Mrs. H. H. Cary, the school's administrative leader.



Scrambled eggs and sausages constitute the main dish of the 11 o'clock buffet supper at Rosemary. Afterwards the dancing continued merrily until 12:30.



Dangling dance cards like this one enabled so many a girl to get, later this night, more enjoyment of the evening's fun.



Flowers in the hair, closely following the current metropolitan fashion, are handsomely sported by an up-to-date boarding school miss.



This happy guest may have been invited to the dance as much as two months in advance. He will return to his college campus with pleasant memories of Rosemary's hospitality.

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LETTER TO THE EDITORS

Great Lover's Grandfather

SIRS

I wish to take as violent exception as is possible to your photographs of Jacob A. Brugh and the letter accompanying them as published in LIFE for Feb. 22. I know the Brugh family and have known them for many years. They are entirely normal people, having all the civilized characteristics of other people of the middle class. They would cheerfully support the old gentleman but he won't let them. He is in that state of advanced senility wherein he enjoys having the public think he is severely abused by his children and particularly by his grandson now known as Robert Taylor, The Great Lover.

You are putting Arlington Brugh or Robert Taylor, on an extremely hot spot. He either has to admit that he is a tightwad of the first order or that his grandfather is nuts and a contrary oldascal to boot.

You dealt with the case of Edwin Markham in an intelligent manner. You left no room for doubt that the ancient poet was a fine man had accomplished something, was respected, loved by all who knew him but was, withal, senility-stricken and had to have his affairs administered by a guardian. The same thing is true of Jacob A. Brugh except he has lost his money, and therefore needs no guardian. His sons have repeatedly offered him a good home.

Another fact to be considered is that The Great Lover is a good fellow. He is not overstepped with his own importance. He came home last fall, went rabbit-hunting with the neighbor boys and otherwise conducted himself as a country lad home for a vacation. It may seem funny to LIFE, who knows so many four flushers to conceive of a person being in the movies for the money for the same reason. In fact that you operate LIFE and for the same reason that I operate a hamburger joint. You don't care whether or not people look at pictures, and I don't care whether or not they find my hamburgers indigestible, but we both like a profit, so does Arlington Brugh. The only difference is that we all three work along different lines and with different degrees of prosperity.

Arlington Brugh began his career as a radio entertainer peddling mange cure, butt remover and flea powder over one of the smaller radio stations at a fee of about \$10 a week. He actually worked for a living and was sensible enough to commercialize on his pretty appearance when the opportunity came. So would you or I, if we could.

I won't tell you to cancel my subscription, as I don't have one. I buy your product at the drug store and was one of the first to order it so as to be sure of getting it. I could tell the druggist to sell my copy to some one else who wants it but then I would have to borrow it and that would be getting us no place. Therefore I will still buy it as usual.

HERMAN L. HARPSTER
Blue Springs, Neb.

Jacob A. Brugh, 84, died of old age at Beatrice, Neb. Feb. 28. ED.



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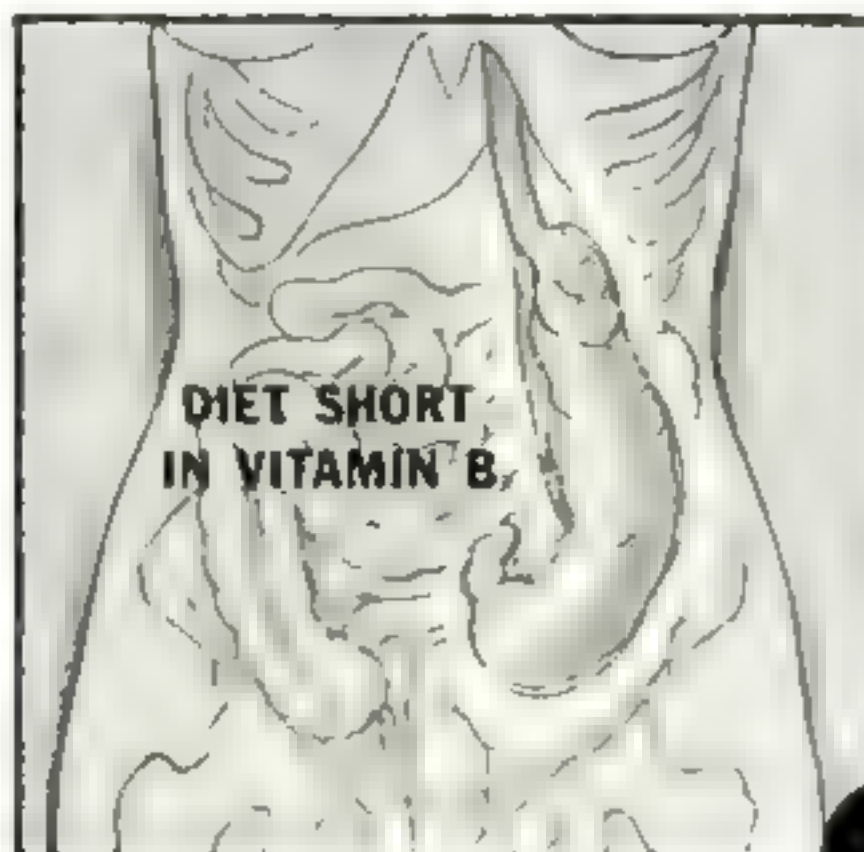


Budweiser

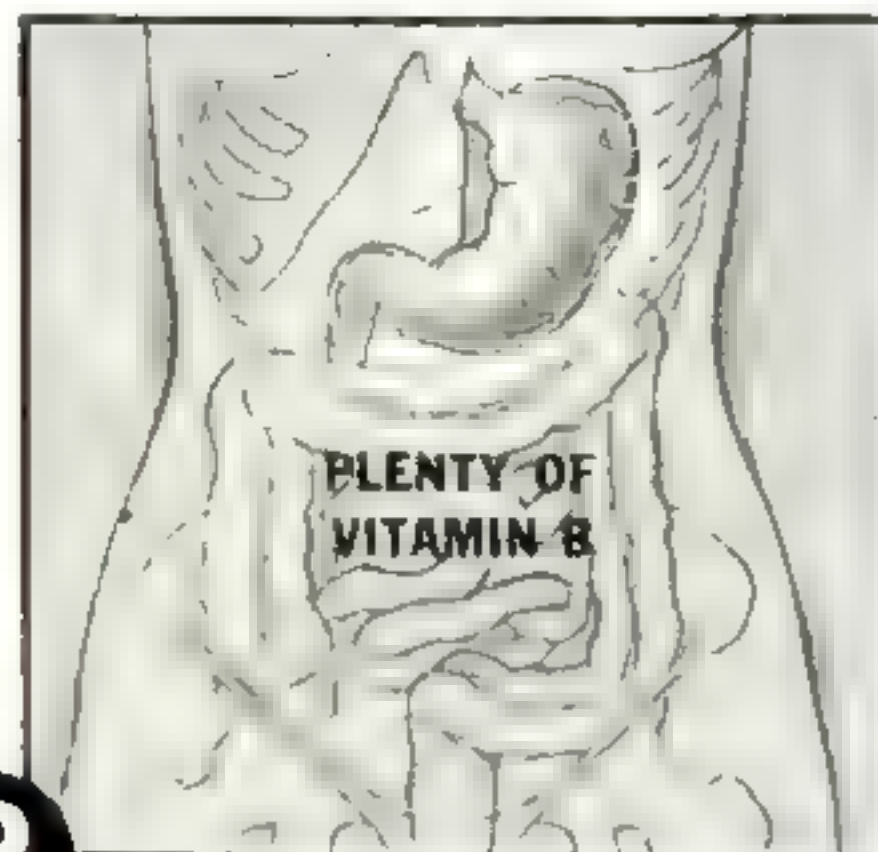
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Many Diets Short In Vitamins

Few People Realize Whether Their Meals Are Undersupplied with Vitamins—Until Ill Health Shows It. By Adding One Food to Your Diet, You Can Be Sure of an Extra Supply of these 4 Vitamins.



SAGGING STOMACH—see above picture: poor digestion, sluggish intestines and many obscure nervous troubles can result from too little Vitamin B—the NERVE VITAMIN.



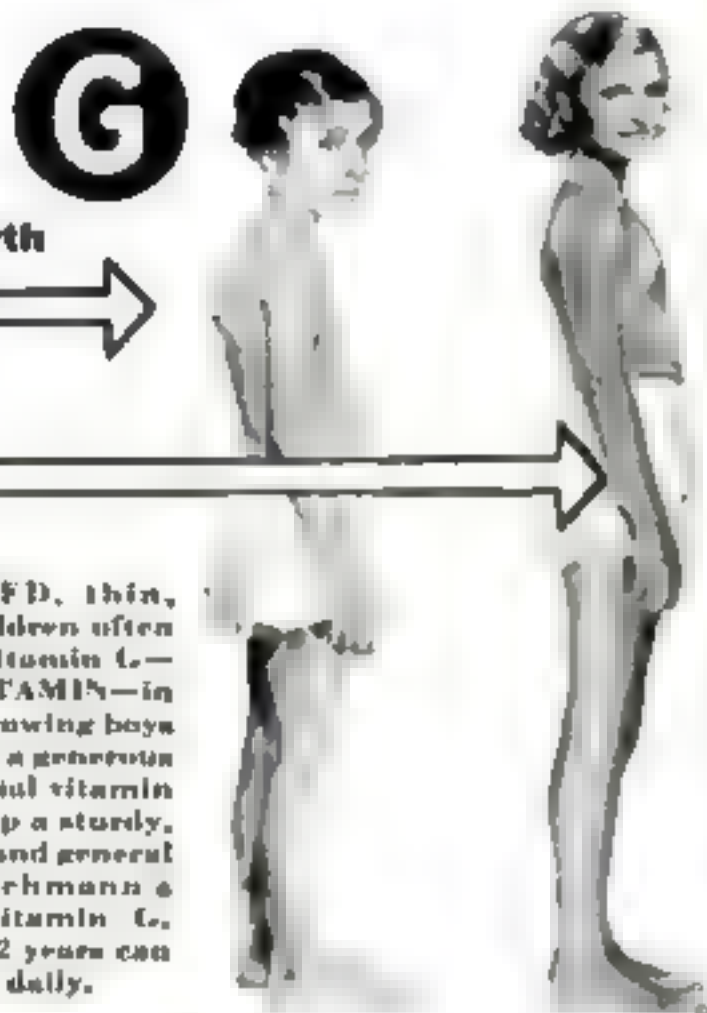
A STRONG, healthy stomach, as shown above, the normal functioning of nerves, intestines and bowels—all require ample Vitamin B—the NERVE VITAMIN—each day. Add Fleischmann's Yeast to your regular diet to increase your supply of Vitamin B. It is one of the richest natural food sources of this NERVE VITAMIN.

TOO LITTLE VITAMIN G

Means Poor Growth

ABUNDANT VITAMIN G

UNDERNOURISHED, thin, poorly developed children often fail to get enough Vitamin G—the GROWTH VITAMIN—in their diet. Rapidly growing boys and girls should have a generous supply of this essential vitamin to help in building up a sturdy, well-developed body and general good health. Fleischmann's Yeast is rich in Vitamin G. Children from 5 to 12 years can be given 1 to 2 cakes daily.



NOT ENOUGH VITAMIN A

INCREASED SUSCEPTIBILITY to frequent colds—weakened nose and throat linings—and lowered general resistance—may come from an undersupply of Vitamin A. Tests show large numbers of people in this country today do not get enough of this necessary vitamin. Let Fleischmann's fresh Yeast help to increase your daily supply of Vitamin A.



Undersupplied with Vitamin D



Well supplied with Vitamin D

BADLY FORMED teeth (like those shown in top plaster cast) may result from lack of enough Vitamin D—the BONE VITAMIN. To help develop attractive, strong teeth, children, especially, need plenty of Vitamin D. 1 to 2 cakes of Fleischmann's fresh Yeast daily provide a rich supply of this BONE VITAMIN for children from 5 to 12 years old.

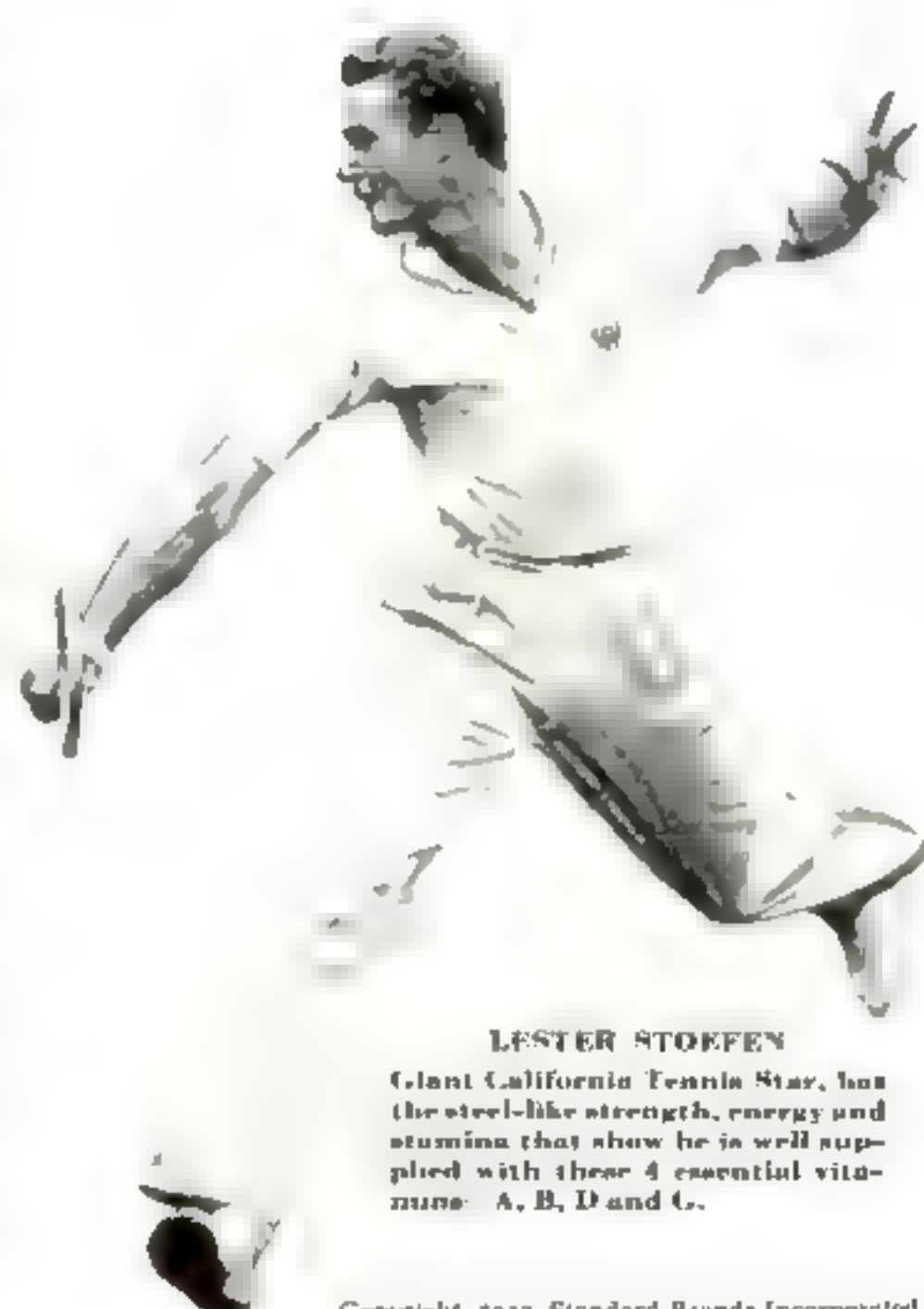
MANY PEOPLE today suffer from some degree of vitamin deficiency, because their meals do not provide enough of these health-building food elements.

A shortage of even *one* of these important food elements can undermine your vitality and lower your resistance to disease.

The addition of just *one food*—FLEISCHMANN'S fresh YEAST—helps to increase your supply of these vitamins. It assures you an EXTRA daily quota of 4 important vitamins—A, B, D and G—over and above what your ordinary meals provide.

No other one natural food gives you such a rich supply of these 4 combined vitamins.

Just eat 3 cakes of Fleischmann's Yeast daily—one cake about 1½ hour before each meal. Eat it plain, or dissolved in a little water. Start now to build up your vitamin health. Order 2 or 3 days' supply at a time from your grocer. Fleischmann's Yeast keeps perfectly in the icebox.



LESTER STOEFFEN

Giant California Tennis Star, has the steel-like strength, energy and stamina that show he is well supplied with these 4 essential vitamins—A, B, D and G.

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PICTURES TO THE EDITORS



Guadalupe Elephants

Sirs:

In the past six months two vessels, both pleasure yachts, have run into trouble on the lonely shores of Guadalupe Island. The photographs enclosed show the almost extinct elephant seal which inhabits this island. At one time this animal could be

found on most of the islands off the coast of Southern and Lower California. Forty gallons of oil from a single carcass brought them to the attention of whalers and Guadalupe Island is now their last stronghold. This island, situated 125 miles from the nearest mainland, is 22 miles long, 8 miles wide and rises to a height of 4,500 feet. It is almost always cloud-capped.

Its only four-footed inhabitants are 40,000 wild goats which have turned it into a godforsaken mountain top. Their ravenous appetites have wiped out many of the endemic plants and, as a result, most of the birds have been starved into extinction.

LEWIS WAYNE WALKER
Natural History Museum
San Diego, Calif.



Minnesota Winter

Sirs:

No, it's not snowbound nor is it a modernistic treatment in streamliners. It's just old No. 15 of the Virginia & Rainy Lake Co. of Northern Minnesota. The old locomotive, once the pride of her owners, has served her time in the logging and lumbering industry and now rests at a waterfront yard in Duluth. The cold northeasters and Lake Superior are responsible for its coat of ice and snow.

ROBERT E. KRAUSE

Duluth, Minn.

Nevada Winter

Sirs:

LIFE needs a few photographers who know how to ski. It called for a skier to take this picture, twelve miles out of Carson City, Nev., of a Plymouth sedan in a snowbank in which a 19-year-old woman and her 2-year-old child lived for 15 days. The LaNears set out from Leadville, Colo., for the Pacific Coast. Though it was snowing heavily when he reached Carson City, LaNear thought Nevada winter roads were as clear as Colorado winter roads. Outside of town, he ran into a snowbank, turned around and ran into another snowbank, found himself and his family stuck. He set out for help next day. His body probably will not be found until the spring thaw. Mrs. LaNear stayed in the car because, she said, she had absolute confidence in her husband. She and her child lived on half a box of oatmeal and some raw macaroni, flavored with half a jar of mustard. Three days after this food supply ran out, four carpenters skiing into Carson City spotted the rear window of the car, which Mrs. LaNear had kept clear once a day.

MAX JOHNSON

Reno, Nev.

HISTORIC CHAIRS

Known to those wise in antique lore are but five of the original Chippendale Wing Chairs, made as samples by Benjamin Randolph of Philadelphia in about 1760. For the one below \$33,000.00 was paid in 1929.



Today's

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represents no such rarity in numbers—no such lavishness of price—but it does stand for that unique value known as painstaking craftsmanship which modern manufacture often achieves.

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PICTURES TO THE EDITORS

(continued)



Underwater Course

Sirs:

The Marine Zoology course at the University of Miami is one of the most unusual of all college studies. It was introduced several seasons ago by Professor Jay Pearson.

The journey to the undersea laboratory is made in the University research vessel with low decks. Once in the vicinity of the coral reefs, about 30 miles out, class is called to order. Students are divided into squads. Each squad has its diver, pump, helmet assistant and others with microscopes.

The student diver wears a glass-fronted diving helmet, weighing not less than 70

pounds, a bathing suit and tennis shoes. The student diver lowers himself 20, 30, 40 and 50 feet to the sea bottom holding on to a guide rope.

The course is so popular that requirements have been made purposely difficult to limit the enrollment. Dr. Pearson takes entire classes to the sea bottom at one time. The class remains under the water no longer than 30 or 40 minutes because the ocean is cold.

More than half the class each year are coeds. The girls regard the work as thrilling, lots of fun and interesting. They make good students, Pearson asserts.

HAROLD M. FARKAS

Coral Gables, Fla.



Snake In Nose

Sirs:

Wandering about the streets of most Chinese cities are troops of magicians, jugglers, wrestlers, contortionists, acrobats etc. who perform for the gaping mob for a few paltry coppers. Enclosed is a snapshot, taken in Shanghai, of an enterprising street vaudevillian who earns a precarious livelihood by forcing a small, live snake to crawl up his nostril and eventually find its way out of his mouth. Funny people, these Chinese!

FRANKLIN BOYER

Quantico, Va.

Skull Stab

Sirs:

This striking photograph was shot in Georgia Street receiving hospital where Frank Hill, Negro, was treated for the stab wound in his skull. The pocket knife stayed in his brain five hours, resisted every effort to pull it out and was finally extracted after an operation at a private hospital. The victim is still alive and shows every indication of recovering.

JERRY RAMLOW

Evening News
Los Angeles, Calif.



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Canada Dry's Sparkling Water... "The water with the Champagne Sparkle" also at newly reduced prices. It makes zesty tall drinks. An opened bottle in the refrigerator, after 24 hours, is still full of sparkle.



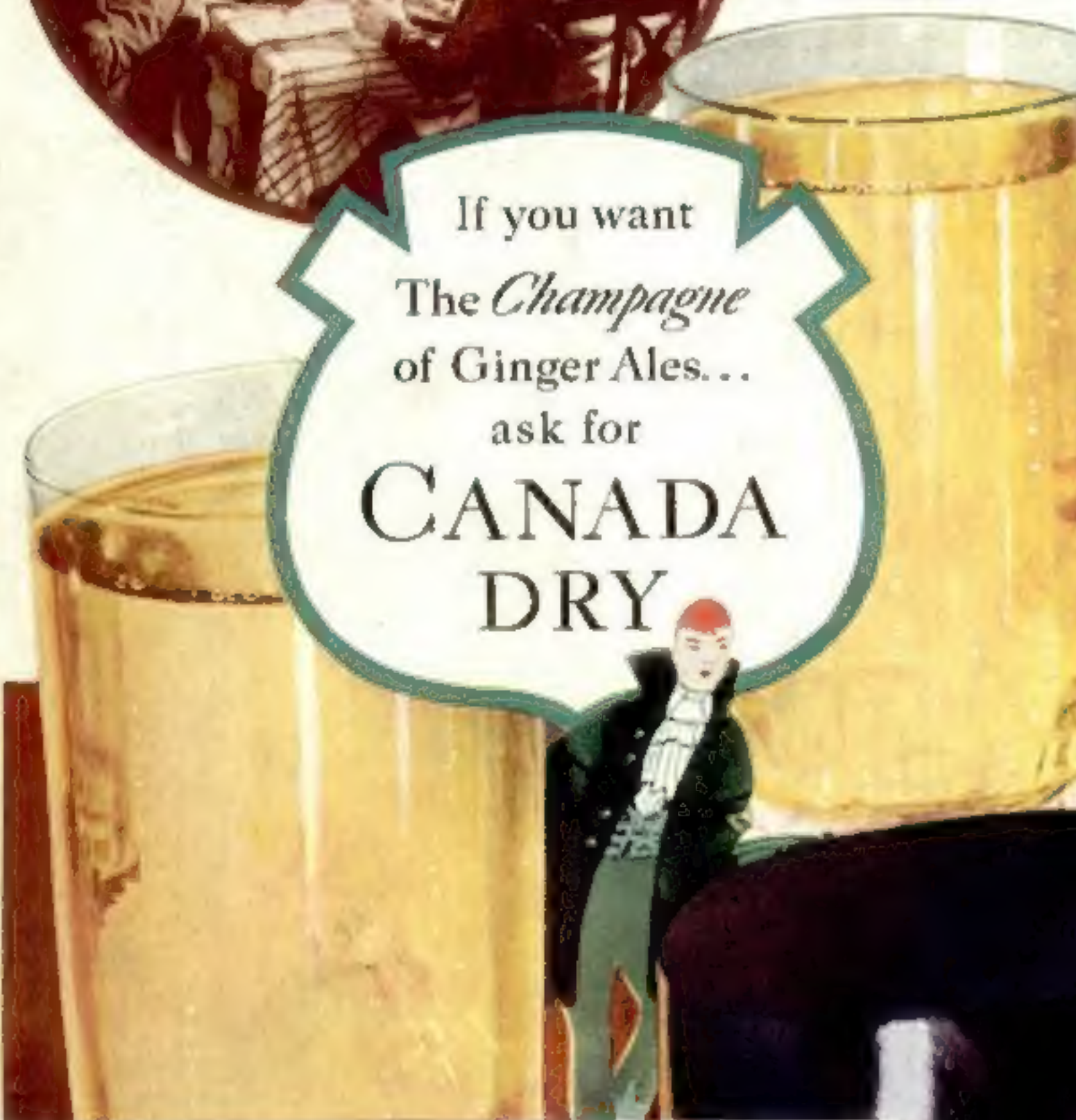
Canada Dry is made with one idea... "quality first". It must pass fourteen separate inspections to be sure it meets the high Canada Dry standards. Even the bottles are washed and sterilized for over half an hour. Is it any wonder so many physicians recommend Canada Dry!

Canada Dry has long been a favorite ginger ale, famed for its gem-like sparkle, its mellow flavor and fragrant bouquet. And now that prices have been reduced, women everywhere are getting into the habit of keeping two or three bottles in the refrigerator, so they are always ready to serve the family, the children, and guests with this fine old ginger ale.

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